

# V O G U E



**ADVANCE TRADE EDITION**  
See section opposite page 102

*Polignac*  
1931

DECEMBER 15, 1931

**HOLIDAYS AND WINTER TRAVEL**

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PRICE 35 CENTS



TENERIFFE • CASABLANCA • GIBRALTAR • ALGIERS • NAPLES • CORSICA

MONTE CARLO • CANNES • MAJORCA • AZORES • NEW YORK



2  
ONE-MONTH  
CRUISES  
*sailing*  
FEBRUARY 12  
*and*  
MARCH 18

*Make* WINTER work for you - and save money - on the  
ARISTOCRAT CRUISES *to the*  
BRIGHT AFRICA • SAHARA • RIVIERA • CORSICA

*shoulder-deep in French line luxury on the* **PARIS**



BRILLIANT LAND CRUISES *on the* BARBARY COAST... SUPERB ROADS *and* HOTELS

WHERE CAN YOU MAKE \$16.50 A DAY GO FARTHER than to shed winter from you like a snowy cloak at Pier 57 on February 12 or March 18 and head across the bland Gulf Stream for the Canaries, Casablanca, Gibraltar, and Algiers? After a glimpse of Paris-in-Africa, the famous French Liner *Paris* (the aristocrat of the seas) will take you on to Naples, then to Napoleon's birthplace at Ajaccio in Corsica—then up to Monte Carlo, Cannes, Marseilles—each day ashore an inexpressible coloured moving-picture, with sound and smell and taste and overtone to fix it in your mind forever—each day afloat a lullaby directed by consummately skillful seagoing hosts. Your cabin will be typical of cushioned French Line comfort; you'll eat as if you were touring the greatest restaurants of France (with whatever American dishes you like best whenever you want them); you'll explore vintages that have long tantalized you; your odd moments will be diverted by a program of well-bred gayety typical of the French Line's genius for making you enjoy their cruise more than you ever enjoyed another anywhere. From Marseilles you'll either sail direct home by Majorca, Gibraltar and the Azores—

or by train to Paris and Havre and the *Ile de France*, as you prefer. The *Paris*, on her first Mediterranean Cruises, proposes to take a company of nice people who know best how to defeat winter—who have the smart world's curiosity about North Africa and Cannes and Majorca—who cherish gayety and detest organized whoopee—and who (like most nice people) know how to make each dollar buy its utmost luxury. Old General Depression will not be allowed up the gangplank; these cruises are planned to make Time (which all the economists say is the cure) really *go to work for you!*

FRENCH LINE, 19 STATE STREET, NEW YORK



French  
Line

FIRST  
COME  
BEST  
BOOKED!



# TIFFANY & Co.

JEWELERS SILVERSMITHS STATIONERS



*Diamond Jewelry  
Predominating Quality*

MAIL INQUIRIES RECEIVE PROMPT ATTENTION

FIFTH AVENUE & 37<sup>TH</sup> STREET  
NEW YORK

PARIS      LONDON

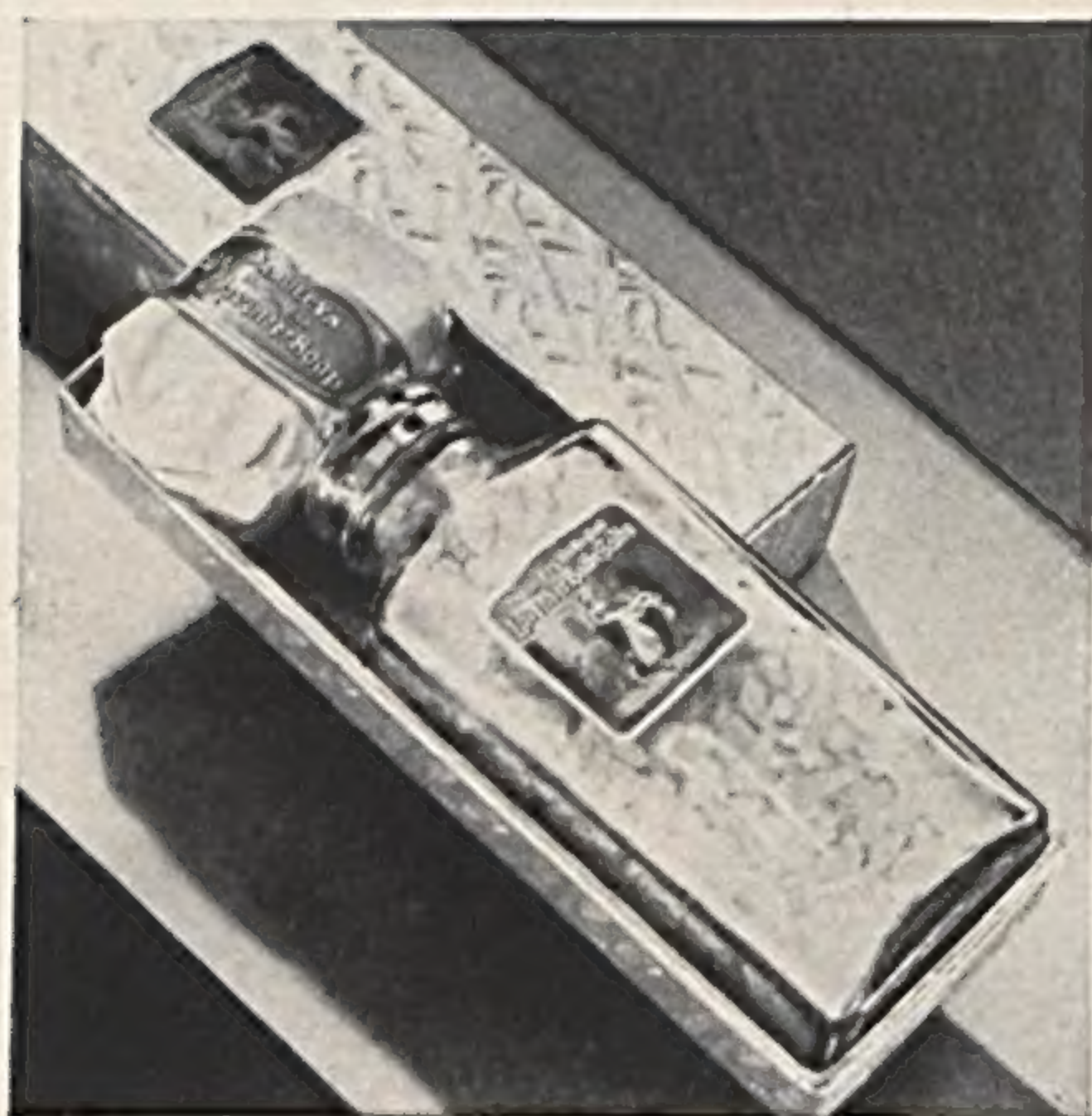


## GLAMOUR OF LONDON'S MAYFAIR IN



## CHRISTMAS GIFTS

by Yardley



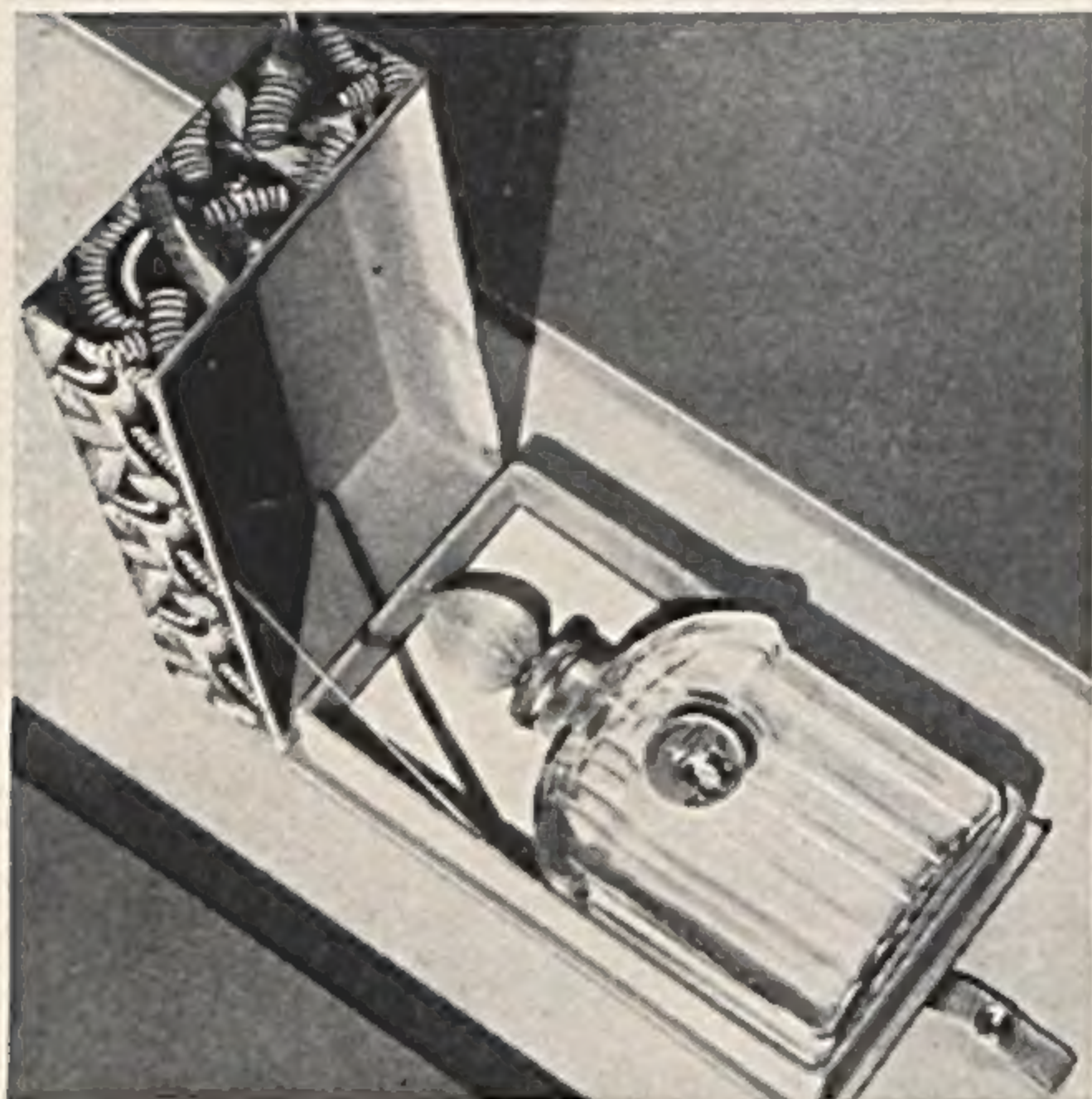
To change a bath from mere routine to an occasion. Yardley's English Lavender Bath Crystals to soften and perfume the water, and Yardley's English Lavender Soap for complexion and bath. \$1.50.



*The Compendium Set.* Complexion Cream, Cleansing Lotion, Soap, English Lavender itself, Shampoo, Bath Salts Tablets, Smelling Salts, Compressed Blossoms, Compact, Lipstick, Face Powder, Talc. \$13.50.



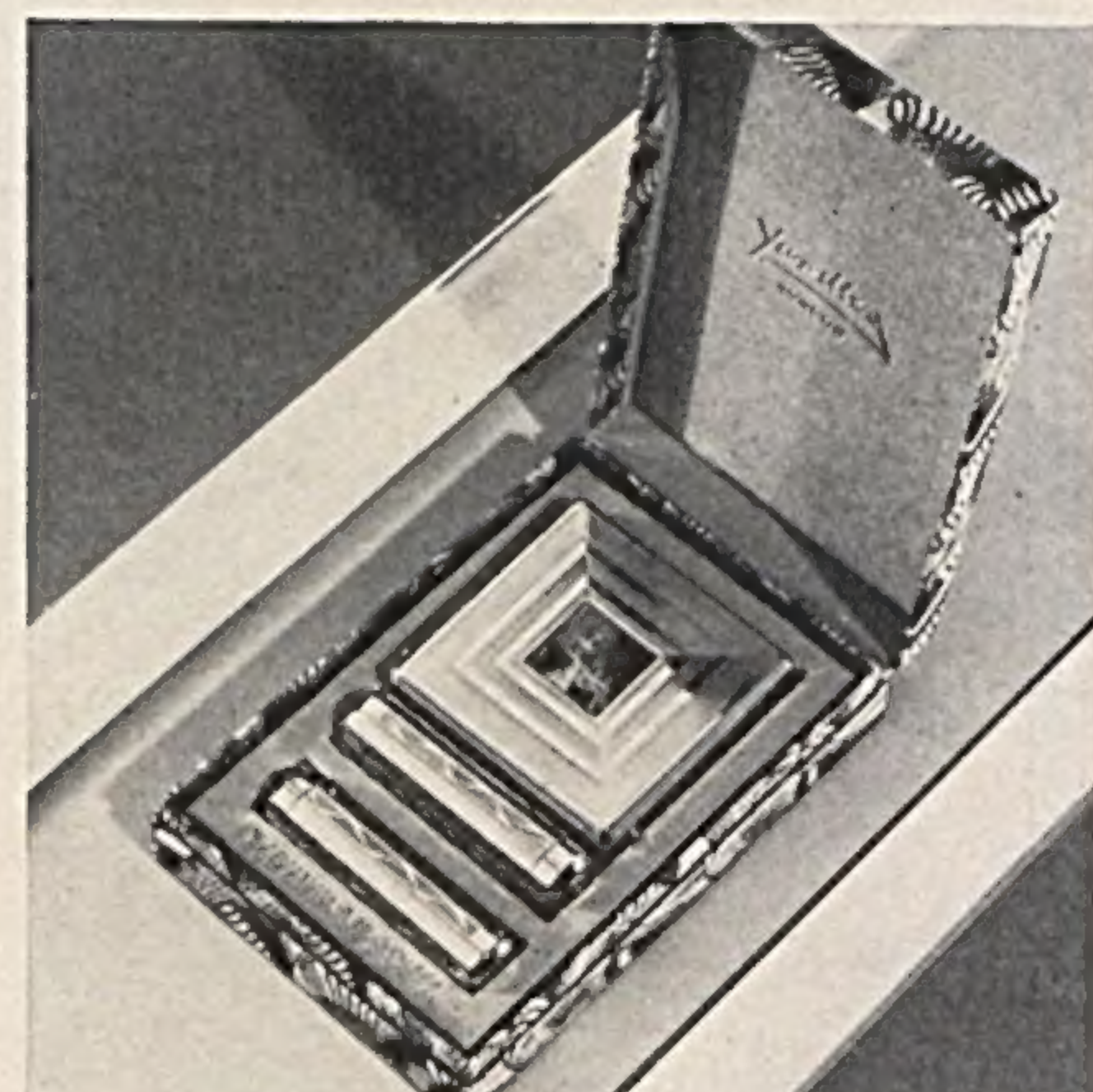
A most acceptable gift to a fastidious man. Yardley's Shaving Soap (a liberal supply in the intriguing wooden bowl). After-shaving Lotion and Yardley's Invisible Talc. In a shagreen-finished box. \$3.25.



*Yardley's English Lavender*, the perfume, a charming fragrance for all informal occasions . . . in an exquisite container. \$2. Also in wickered bottles from \$1.50 to \$7.50, and cut-glass decanters at \$12.



*The English Complexion Set.* English Complexion Cream in its engaging ivory-tinted pot; English Lavender Soap; English Lavender Face Powder; Cleansing Lotion; and the English Lavender itself. \$5.



That diverting vanity, the triple compact. Powder, rouge and two full-sized interchangeable lipsticks in day and evening shades. In a silver-finished case with panel in colors, \$3.50; gold finish, \$5.

MORE than the gift itself, are its associations. . . . And a very small gift may be very precious, entirely apart from its intrinsic value. . . . There is a glamour about these holiday sets of Yardley's English Lavender . . . the glamour of Bond Street, where they are bought . . . the most exclusive shopping street in all of Europe. The glamour of Mayfair, where Yardley products have been at home among English aristocracy for more than a century and a half. . . . And more than these, the glamour of a subtle, delicate fragrance that remains unchangingly in fashion.

It is not difficult to choose a Yardley gift. It may be something enchantingly small . . . two gold lipsticks in a tiny box . . . or something quite impressive . . . the perfume in an elaborate cut-glass decanter . . . or one of the complexion sets . . . a make-up box for the woman who travels . . . a leather-cased shaving set for the man. . . . There are gifts for every occasion, at almost every price. \$1.25 to \$13.50, at stores throughout America. Yardley & Co., Ltd., 452 Fifth Avenue, New York City; in London, at 33, Old Bond Street; and Paris, Toronto, and Sydney.

YARDLEY'S

ENGLISH



LAVENDER

BY APPOINTMENT TO H. R. H.

THE PRINCE OF WALES



*A*—Barefoot sandal with flat low heel for all play hours...in two tone pastel kid . . . 12<sup>50</sup>

*B*—Sports sandal destined for a famous career...pastel kid in two tones, and a silken cord that laces about the ankle . . . 12<sup>50</sup>

*C*—The newest white buck pump, with brown calf stitched in white, in a diamond design . . . 14<sup>00</sup>

*D*—For spectator-sports costumes...the graceful tie, white buck with brown or black calf trim . . . 15<sup>50</sup>

*E*—Here's the new strap shoe of white buck with brown calf to accent its slenderizing lines . . . 15<sup>50</sup>

## THE NEW Southern Shoes HAVE A FRENCH ACCENT



A



B



C



D



E


IN VAIN previously, did the American woman cast an envious eye on the captivating shoe fashions which Paris originates, for in nine cases out of ten, the last is wrong for her slender American foot. But Bonwit Teller have adapted and changed the French last to meet exactly these charming American ladies' requirements...all the smartness of design remains, but the shoes are more slender, far more flexible. Right on this page are certain sandals that first added colorful notes to Biarritz...and now are destined to grace the sunny gaieties of Palm Beach.

# BONWIT TELLER

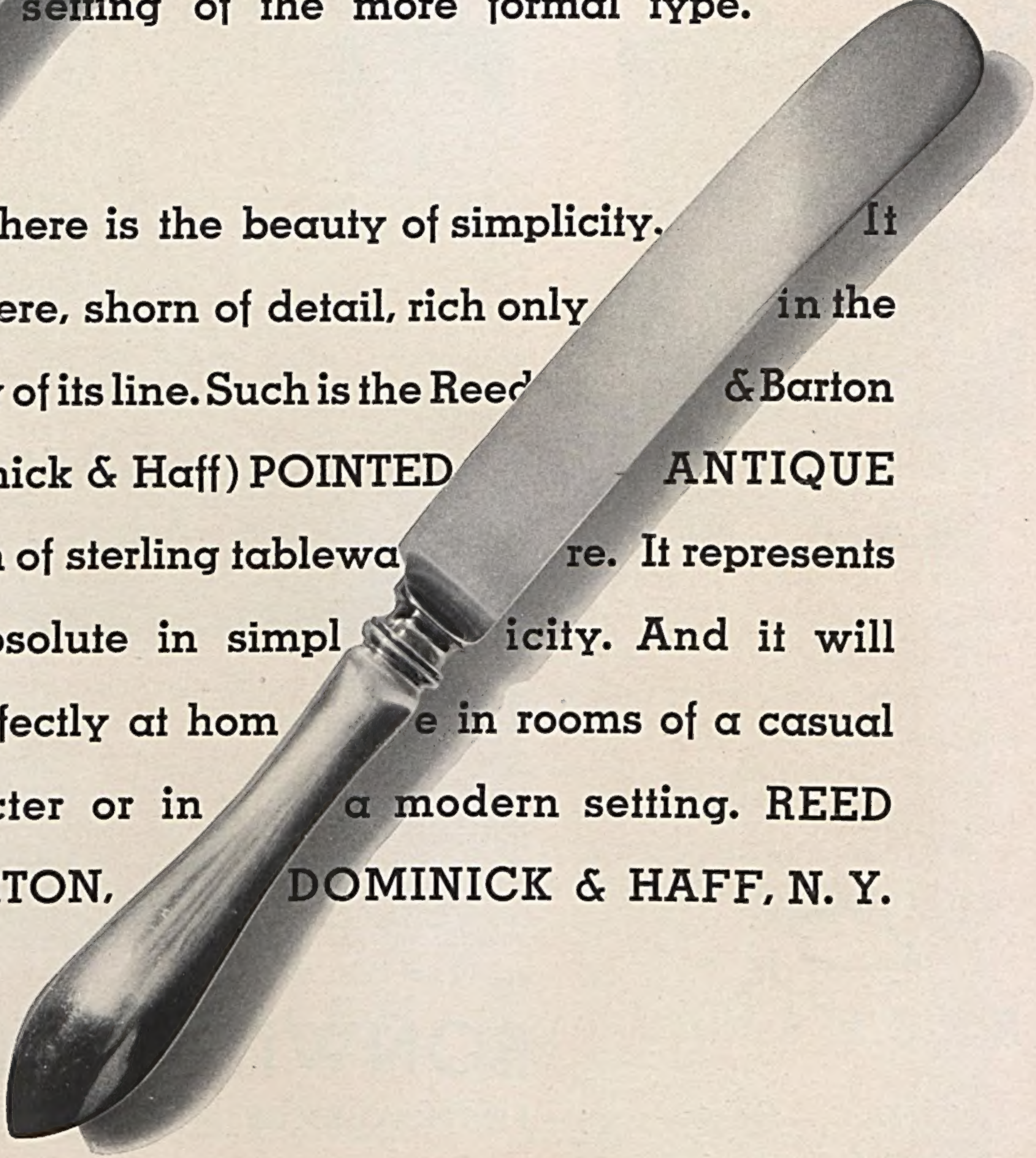
PHILADELPHIA  
PARIS • LONDON

FIFTH AVENUE AT 56<sup>TH</sup> STREET, NEW YORK





There is the beauty of elaboration. It has a vigorous, full-blown quality. It is complex but not ornate. Such is the Reed & Barton sterling design called FRANCIS THE FIRST. It has the elementary and everlasting beauty of good design. And its elegance makes it perfect in any setting of the more formal type.



Then there is the beauty of simplicity. It is austere, shorn of detail, rich only in the fluidity of its line. Such is the Reed & Barton (Dominick & Haff) POINTED ANTIQUE pattern of sterling tableware. It represents the absolute in simplicity. And it will be perfectly at home in rooms of a casual character or in a modern setting. REED & BARTON, DOMINICK & HAFF, N. Y.



# Charming Gifts for a "Lady of Leisure"

5.95



Model 1510

9.75



Model 1511

5.95

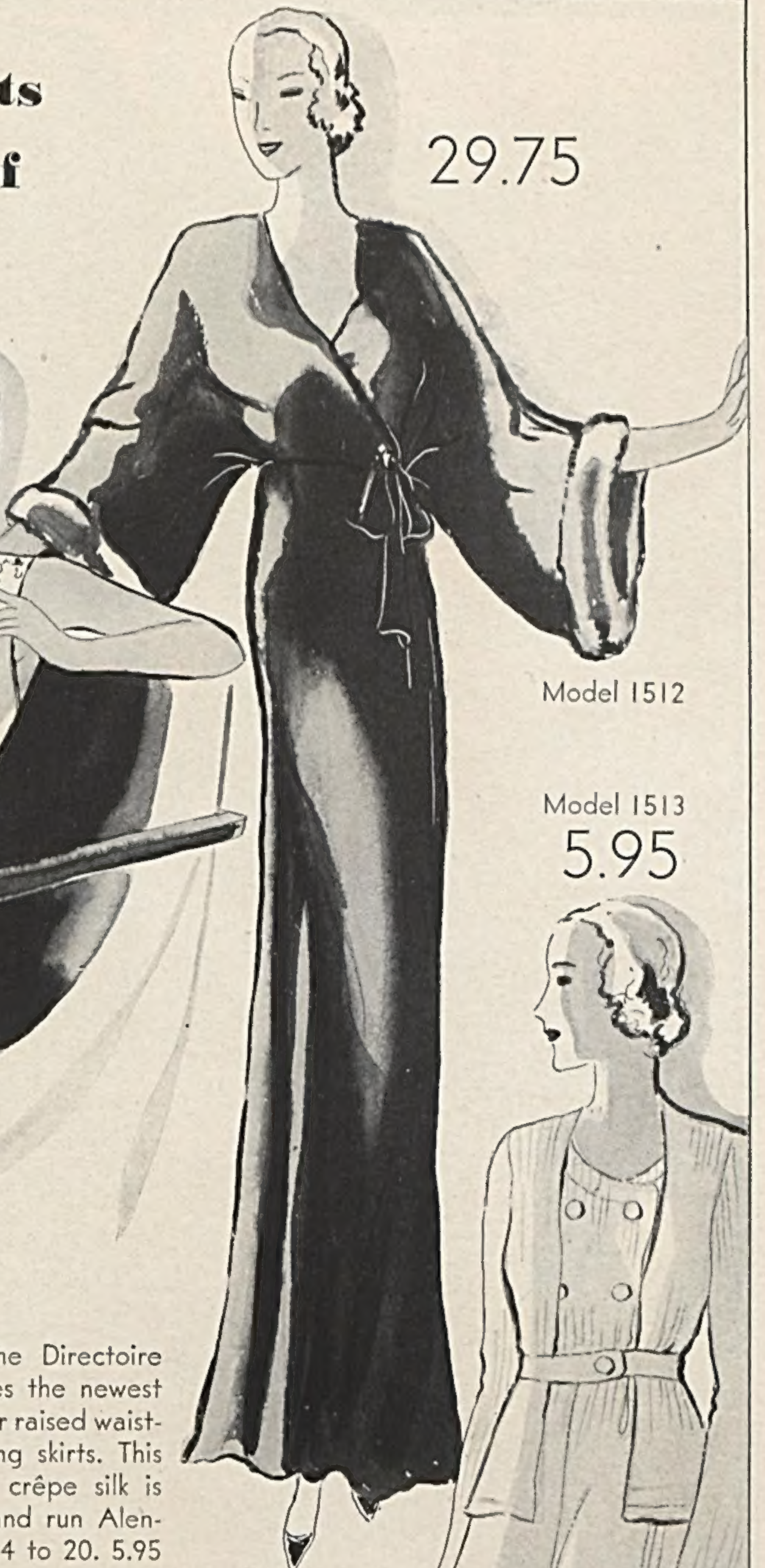


Model 1509—The Directoire silhouette inspires the newest nighties with their raised waist-line and sweeping skirts. This one in tea-rose crêpe silk is trimmed with hand run Alençon lace. Sizes 14 to 20. 5.95

Model 1510—The newest thing in bed jackets is this attractive affair of quilted satin tied at the side with a jaunty bow. Light blue or light coral. Sizes 14s to 20. 5.95

Model 1511—College girls and business women like smart flannel robes and here's the latest model. Tweed weave flannel in soft blue, tan, or green, with embroidered Scottie on pocket. Sizes 14 to 20. 9.75

29.75



Model 1512

Model 1513  
5.95



Model 1512—One of the most flattering of the season's fashions is the sheer velvet teagown with graceful sleeves banded in imitation chinchilla fur. Black, sapphire, wine, coral, green. Sizes 14s to 20. 29.75

Model 1513—Corduroy pajamas will delight every corduroy enthusiast. One piece with little matching jacket. Copen, jade, or American beauty. Brass buttons. Sizes 14s to 20. 5.95

Mail Orders Filled

## Best & Co.

FIFTH AVENUE

Branches at Garden City, Mamaroneck, East Orange, Boston

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The ageless mystery and charm of Black... flattering to every woman... finds its most perfect expression in Forstmann Woolens. There is no hint of dullness... no discouraging cast of gray to mar its subtle depths. Forstmann Black is the most effective contrast for the brightly colored, sheerweight wool dress which the mode now demands under a dark coat.

*Your favorite shop will show you how flattering this costume in contrasts can be... and will tell you that Forstmann Woolens maintain an invariable standard of supreme quality which is unequalled anywhere.*

FORSTMANN



WOOLENS

FORSTMANN WOOLEN CO., PASSAIC, N. J. SALES HEADQUARTERS, JULIUS FORSTMANN CORP., 200 MADISON AVE., NEW YORK



**B. ALTMAN & CO.**

FIFTH AVENUE AT 34TH STREET



Women's and Misses' Sizes

**\$22.50**

Children's Sizes

**\$19.75**

*Get into  
this habit . . .  
it's custom-made with  
breeches or jodhpurs for  
\$22.50!*

Riding Habits . . Third Floor



. . . and there aren't a lot of restrictions to hold you down, either. You may be as high-handed as you wish about choosing what tweed you want for the coat . . . whether you want breeches or jodhpurs . . . and whether you simply must have bedford cloth or a whipcord for whichever it is.

We make suggestions if we are invited to and do things busily with our fine tape-measure . . . and then every stitch is stitched in our custom workrooms.



# Sunshine Fashions

Come to Miami—sunshine land! And come with empty trunks. Because here are Burdine Sunshine Fashions . . . for Miami—sunshine land—now . . . for all smart America wherever and whenever there is sunshine next Summer . . . Right now, new, right Sunshine Fashions for men—for women—for children . . . Fashions of Burdine quality standards but this year at startlingly new low prices—as surprising as they are satisfying.

## BURDINES MIAMI



BURDINES MIAMI...CREATORS OF SUNSHINE FASHIONS





FOR  
BURDINES  
SUNSHINE  
FASHIONS

*Dobbs MIAMIAN —  
heads the fashion  
parade in the South—  
and proves beyond a  
doubt that the sport-  
ing spirit is still very  
much alive in outdoor  
fashions. It is a per-*

*fect resort type—forerunner of what will be worn later in the North : : A thorough-  
bred sort of hat, mystifyingly simple. Just light enough to be cool . . . just brim enough  
to shade. Of Dobbs butterfly-weight felt in new resort colors and all headsizes. \$10.00.*

D O B B S  
H A T S

BURDINES MIAMI

REPRESENTATIVES IN ALL THE PRINCIPAL CITIES







*"Where blossom'd many an incense bearing tree." — COLERIDGE*

**YARDLEY'S**

*Orchis*



The nightingales sing and the roses blow and moonlight silvers all the garden. And whoever stands at evening in an English garden will remember always its breathless, haunting beauty, its almost unearthly fragrance. . . . There is a perfume blended so subtly that it seems to recreate that summer loveliness; to imprison, in walls of glass, that evanescent magic. Orchis is the distillation of a hundred flowers, the incarnation of the wind across the violets and jasmin. Orchis is alluring, delicate and fine . . . a perfume for an age which has turned again to things romantic, which cherishes, once more, that charming legendary figure called the lady. . . . Orchis may be had from seven dollars and a half to one dollar. Yardley & Co., Ltd., 452 Fifth Avenue at Fortieth Street, New York City; in London, at 33, Old Bond Street; also Toronto and Paris.





## Broadtail and Silver Fox

Broadtail—soft as silk, supple as a bit of old brocade, its myriad tiny skins worked with the artistry of which Henri Bendel is master; the gleaming luxury of silver fox framing head and shoulders in a halo of frosted loveliness. And furs—even aristocrats such as this—are less costly this Christmas than they've been in ages!

**Henri Bendel** Inc.  
Fifty-Seventh Street West  
New York City







WEAVES  
OPEN  
WAISTS HIGH

Fashion's in a  
Sunny Mood

• Weaves like precious filigree . . . waists high and snug! Du Pont spun rayon puts fashion in a sunny mood. For this very modern, very pampered, lighter-than-rabbit's-wool newcomer creates frocks that appear to be most delicate drawnwork• Paris started them. Every one wants them. They make one look so lovably tender. Very smart to be tender! Mail orders will be filled.

**Franklin Simon & Co.**

A STORE OF INDIVIDUAL SHOPS  
FIFTH AVENUE . . . NEW YORK

© Du Pont Rayon  
Company,



350 Fifth Avenue,  
New York City

**DENTELIC** (left) has a drawnwork diagonal to emphasize the diagonal flare of its skirt. Schiaparelli's tucks, brass buttons and high neck are 1932.

**CHECKELIC** (center) looks like corded mesh, but it's a basket weave. Amazing little sleeves make your shoulders wide. The waist ties from high to normal.

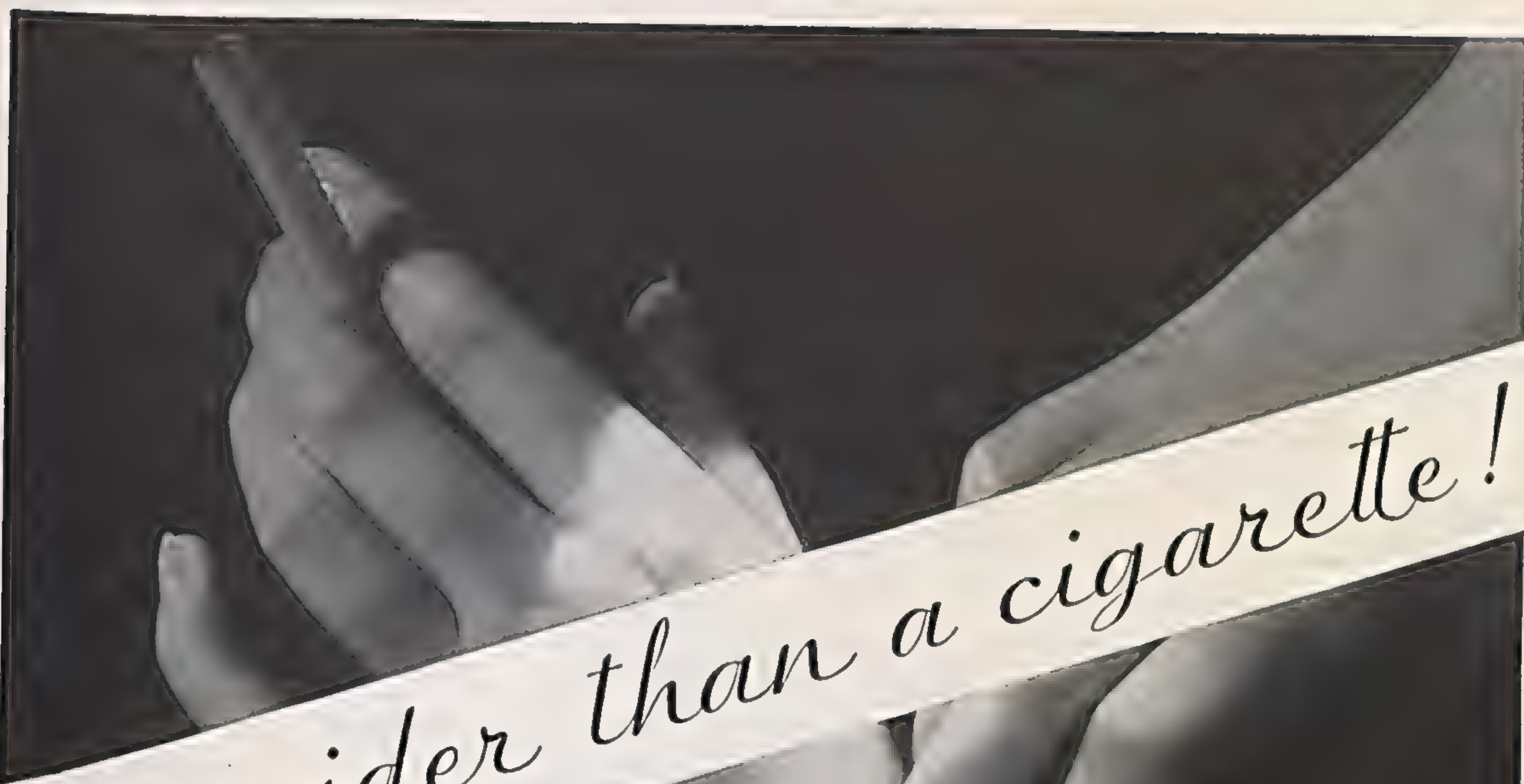
**AJOURELLA** (right) a web of drawnwork jacquard, seams a slender figure. This tailored elegance is new.

**ALL THREE** frocks come in shell pink, white, sky blue, or maize. Misses' sizes 14-20.

Sizes 34-40 for women. All priced at **\$16.75**

IN THE SPORTS SHOP — SECOND FLOOR





*No wider than a cigarette!*

Ostende, (left) Gruen 17-jewel timekeeping Baguette; 14-kt. solid white or natural coin gold case, with mesh cord wristlet, \$85. Other Baguettes from \$52.50



Trouville, (above) 17-jewel Gruen timekeeping Baguette, 14-kt. solid white gold with 2 large diamonds, link bracelet, \$165

Standard Gruen movement      New Gruen Baguette movement



Note the ingenious rearrangement of practically the same size parts. This assures in the new Gruen Baguette the same high accuracy that has made so popular the standard Gruen movement

Mayfair, (left) 14-kt. solid white or natural coin gold Gruen, with twisted mesh cord wristlet, 17-jewel baguette movement, \$70

*Yet uncanny in its accuracy*

## THE GRUEN *timekeeping* BAGUETTE

**H**ERE'S the watch you've always hoped for, the Gruen timekeeping Baguette! Tiny, gracefully slender, no wider than a cigarette. Yet a thoroughly reliable timekeeper. Made by the Gruen Guild, world's foremost specialists in small movements of high accuracy. Cased only in solid gold, with 17-jewel movements. Surprisingly moderate in price, too! Your Gruen Jeweler can show you these and other beautiful Gruen Watches from \$29.75.

The Gruen Watch Makers Guild, Time Hill, Cincinnati. Branches in various parts of the world. Largest manufacturers of fine watches exclusively—engaged in the art of fine watchmaking for more than half a century.

*Before you buy any watch, compare it with a GRUEN!*

Weigh these points of VALUE:

1. **UNCANNY ACCURACY** as proved by official observatory tests, and by actual timekeeping service among thousands of men and women.

2. **INNER QUALITY.** Fine craftsmanship handed down from the old guild masters. No Gruen Watch therefore, is ever cheapened to meet a price.

3. **MODERN BEAUTY,** leadership in design since the Guild made the first accurate thin watch for men, and first introduced the wrist watch in America. The beauty of *true* gold—not the flashy hardware metal

that masquerades as white gold.

4. **HONESTLY PRICED** to give you the *greatest watch value your money can buy.*

5. **RECOMMENDED BY THE FINER STORES**—professional jewelers who put quality and honest prices above "get-rich-quick" profits. Their stores are marked by the Gruen Service Emblem shown below.

### PRECISION

Trade Mark Reg.

The Guild mark placed only on watches of higher accuracy, finer quality. For the finest of watches, look for the Gruen mark PRECISION on the dial.



Arlington, (above) celebrated Gruen Quadron with 17-jewel rectangular movement; link band; finished in combination white and coin gold, \$67.50



Gruen Pentagon VeriThin, (above) "Croix de Guerre for American Achievement," 17-jewel PRECISION movement, \$75. Other Gruen pocket watches from \$37.50 to \$250

Culver, (right) a new Gruen wrist-link watch of youthful smartness. Trim, slender, and finished in white or natural coin gold, \$57.50



# GRUEN

## GUILD WATCHES



# • VOGUE'S SCHOOL DIRECTORY •

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Resident and Day School offering two-year elective Post Graduate Course to girls of college age. Affiliated School in Paris, Jessica G. Cosgrave, Principal, 61 East 77th Street, New York City

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GRADUATES found in leading colleges for women; general courses. Fortunate location, ideal environment, all outdoor sports.  
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### Chevy Chase

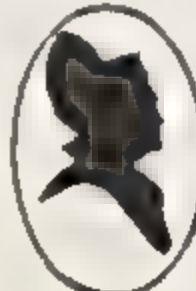
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Camp with Tutoring. Booklet  
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Wheaton, Illinois  
Founded 1903  
For children and young people needing individual instruction. Special training. Medical supervision. Trained nurses. College trained faculty. Home atmosphere. 25-acre estate. Gratifying results. Many students have continued work in academic schools

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A small college preparatory school that has sent 250 boys to leading colleges in five years.

Remarkable success of graduates due to:  
Boys Admitted Whenever Vacancies Occur  
• Small homogeneous classes.  
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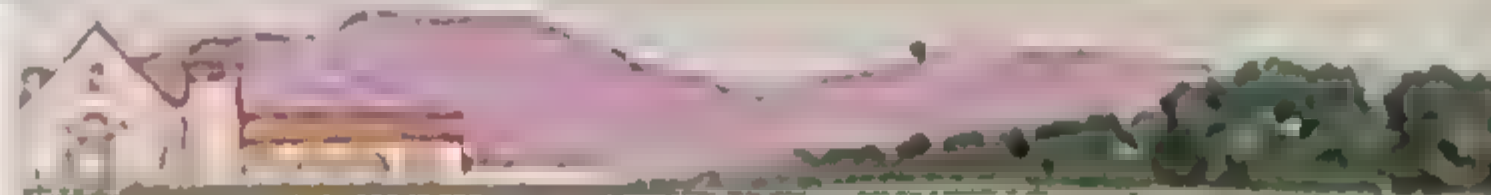
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The same roads flash by, a little faster. The diamonds sparkle, but the eyes we turn on them are the same eyes, a little weary. No one has given us anything that has wrapped the common earth in a mist of stars. No one has given us anything that has changed *us*.



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ROQUEBRUN 270		7 15	0 15	0 40
PUGET-ARGENS 271		7 45	0 45	0 10
FRÈRES 272		8 15	0 15	0 40
ST-RAPHAEL 273		8 45	0 45	0 10
BOULOGNE 274		9 15	0 15	0 40
AGAY 275		9 45	0 45	0 10
LA TRAYAN 276		10 15	0 15	0 40
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ST-LOUIS-DE-VAR 477		2 45	0 45	0 10
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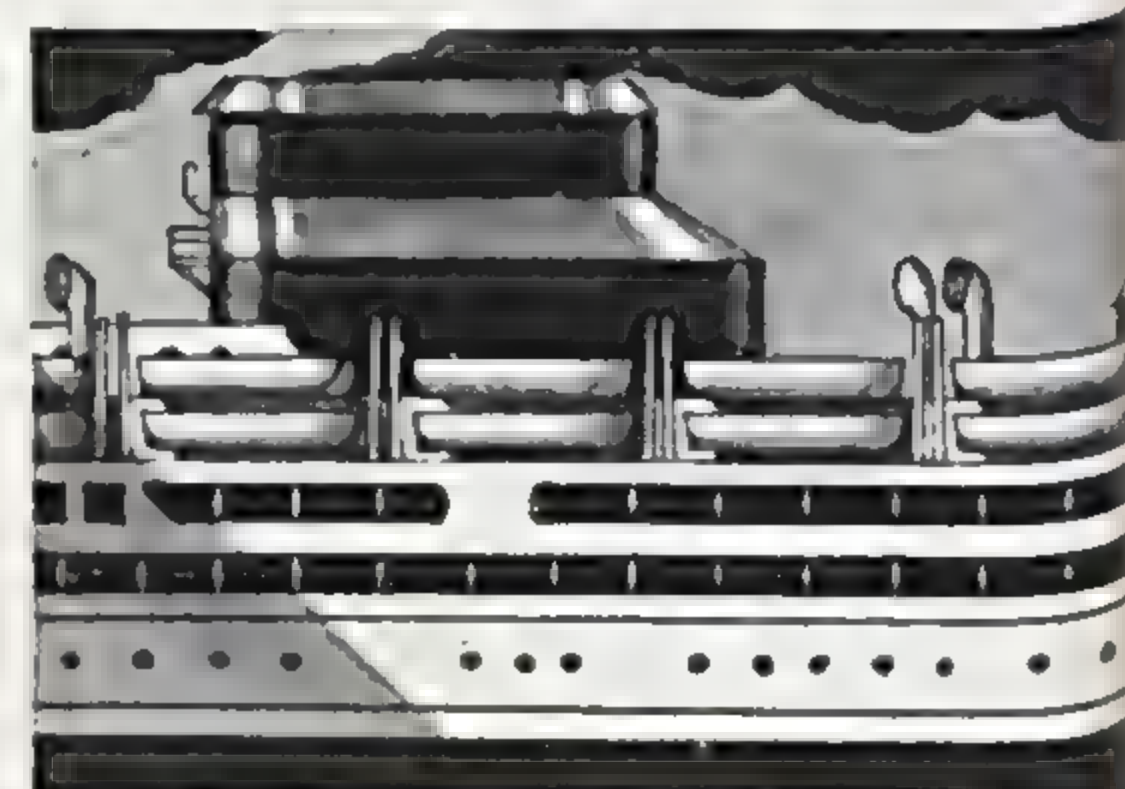
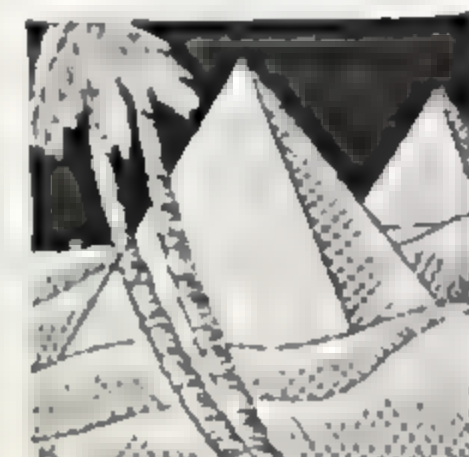


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## SOCIETY

## BIRTHS

## NEW YORK

**Hazeltine**—On November 7, to Mr. and Mrs. Alan Hazeltine (Elizabeth Barrett), a son.

**Leonard**—On October 26, to Mr. and Mrs. Stephen J. Leonard (Alma Mae Curtis), a son.

## DEATHS

## NEW YORK

**Coppell**—On October 29, Herbert Coppell, husband of Georgie Myers Coppell.

**Crane**—On October 30, Warren Seabury Crane, husband of Violet Wallace Crane.

**Gellatly**—On November 8, John Gellatly, husband of Charlayne Whitely Gellatly.

**Latting**—On November 1, Charles P. Latting, husband of Isabella Carter Latting.

**Mercer**—On November 3, Archibald Mercer.

**Redding**—On October 30, William A. Redding, husband of Loretta O'Shea Redding.

**Rushmore**—On October 30, Charles E. Rushmore, husband of Jeannette Carpenter Rushmore.

**Shepherd**—On November 6, Cettie Moore Shepherd, wife of the late William Edgar Shepherd.

## ENGAGEMENTS

## NEW YORK

**Blagden-Lord**—Miss Louise B. Blagden, daughter of Mr. and Mrs. Wendell P. Blagden, to Mr. Franklin B. Lord, junior, son of Mr. and Mrs. Franklin B. Lord.

**Davis-Fennelly**—Miss Martha Davis, daughter of Mr. and Mrs. Norman H. Davis, to Mr. John Fauntleroy Fennelly, son of the late John Joseph Fennelly and Mrs. Fennelly.

**Legg-Orr**—Miss Cora Legg, daughter of Mr. George Albert Legg, to Mr. John Clifton Orr, son of Mr. and Mrs. Henry Steers Orr.

**Marston-Green**—On November 4, Miss Mary Hunter Marston, daughter of Mr. and Mrs. Hunter S. Marston, to Mr. James Layng Green.

**Truesdale-Talbot**—Miss Barbara Truesdale, daughter of Mr. and Mrs. Joseph R. Truesdale, to Mr. Harold Richmond Talbot, son of Mrs. Richmond Talbot.

## ENGAGEMENTS (Continued)

**Wheeler-Richards**—Miss Madeleine D. Wheeler, daughter of Mr. and Mrs. Herbert Wheeler, to Mr. Howard Crawford Richards, son of Mr. and Mrs. Howard B. Richards.

## BOSTON

**Murchie-Hitchcock**—Miss Agnes Murchie, daughter of Mr. Guy Murchie, to Mr. Charles Baker Hitchcock, son of Mrs. John Hitchcock.

**Post-Howe**—Miss Mary Lincoln Post, daughter of Mr. and Mrs. John Reed Post, to Mr. Quincy Howe, son of Mr. and Mrs. Mark A. De Wolfe Howe.

## PHILADELPHIA

**Donner-Roosevelt**—Miss Elizabeth Brown-ing Donner, daughter of Mr. and Mrs. William H. Donner, to Mr. Elliott Roosevelt, son of Governor Franklin Roosevelt and Mrs. Roosevelt.

**Morris-Roosevelt**—Miss Louise Gilpin Morris, daughter of Mr. I. Wistar Morris, to Mr. William Morrow L. Roosevelt, son of Mr. and Mrs. Henry L. Roosevelt.

## WEDDINGS

## NEW YORK

**Burke-Andrus**—On October 30, Mr. Walter Anthony Burke, junior, son of Mr. and Mrs. Walter Anthony Burke, and Miss Dorothy Bourne Andrus, daughter of Mrs. Edward W. Pinkham and the late William Lloyd Andrus.

**Camp-Milliken**—On October 30, Mr. Frederick E. Camp, son of Mrs. Horace Bullock and the late Frederick E. Camp, and Miss Alida Donnell Milliken, daughter of Doctor Seth Minot Milliken and Mrs. Milliken.

**Clayburgh-Corliss**—On October 29, Mr. Albert Henry Clayburgh, son of Mr. and Mrs. Albert Clayburgh, and Miss Barbara Eva Corliss, daughter of Mr. and Mrs. Arthur Corliss.

**Cunningham-Carlton**—On November 21, Lieutenant Frederick John Cunningham, son of Mr. and Mrs. John M. Cunningham, and Miss Elizabeth Pollock Carlton, daughter of Mr. and Mrs. Schuyler Casemate Carlton.

**Darlington-Benning**—On November 3, Mr. Charles Francis Darlington, junior, son of Mr. and Mrs. Charles Francis Darlington, and Miss Alice Nelson Benning, daughter of Mr. and Mrs. Nelson William Benning.

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Vogue's Address Book for

Inexpensive Travel . . . . .	33-35
Southern Americana . . . . .	48-49
Middleton Place . . . . .	50-51
Luggage for the Travel-Wise . . . . .	66-67
Eden at a Bargain . . . . .	76

PARIS FASHIONS

Florentine Berets Everywhere . . . . .	36
Quills That Look Like Stilettos . . . . .	37
All Aboard in Tweedy Chic . . . . .	42-43

NEW YORK FASHIONS

Gossipy Notes on Evening Clothes . . . . .	38-39
Points about the North . . . . .	52-53
Points about the South . . . . .	54-55
From Noon Till Night . . . . .	68-69
Hats for Limited Incomes . . . . .	70-71
Designs for Practical Dressmaking . . . . .	72-73, 82, 84
Tips on the Shop Market . . . . .	74

SOCIETY

Society . . . . .	26
Mr. and Mrs. Barclay Warburton . . . . .	Frontispiece

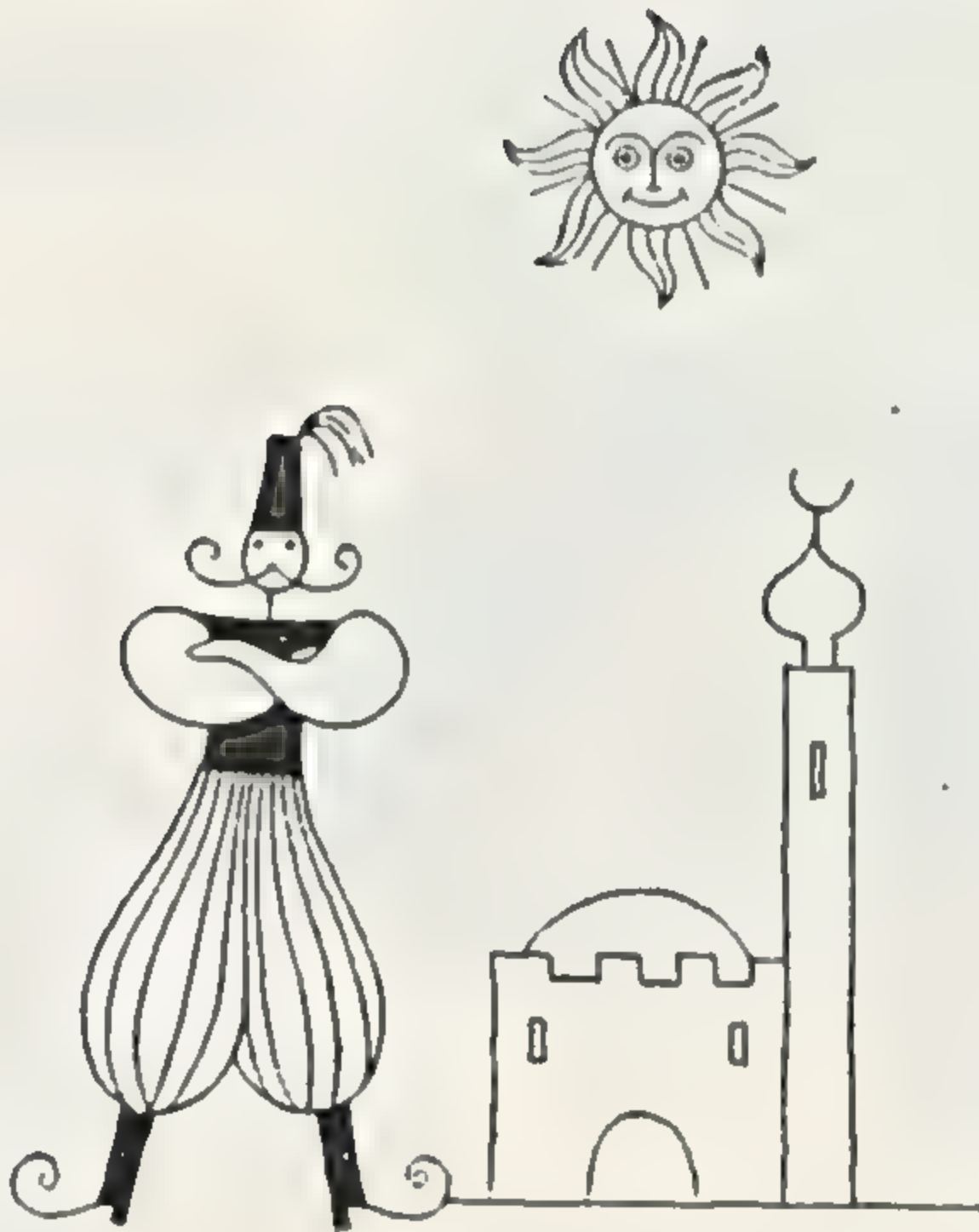
VARIETY

Vogue's-Eye View of the Mode . . . . .	31
Charity—English Style . . . . .	40-41
Entertaining at the New Waldorf . . . . .	44-45
What Does William Get? . . . . .	46-47
Seen on the Stage . . . . .	56-57
Christmas Gifts under Five, Ten, and Twenty Dollars . . . . .	58-60
A Cosmetic Christmas . . . . .	61
Christmas Toys . . . . .	62-63
The Epicure Looks at Christmas . . . . .	64-65
On Her Dressing-Table . . . . .	78-80

ADVERTISING SECTIONS

Schools . . . . .	14-15
Travel . . . . .	17-24
Shoppers' and Buyers' Guide . . . . .	25
American Shops . . . . .	26

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DECEMBER 15, 1931

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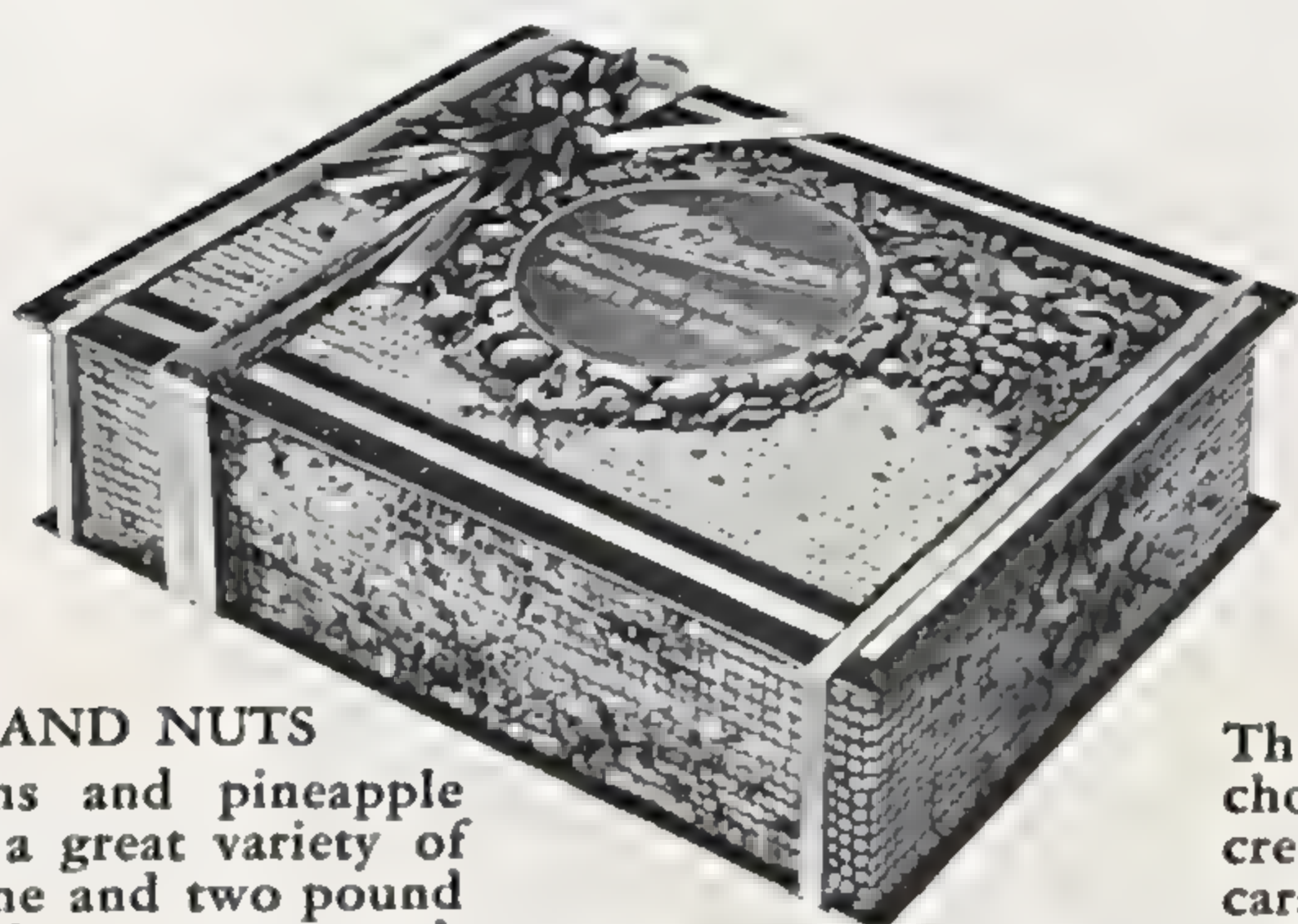
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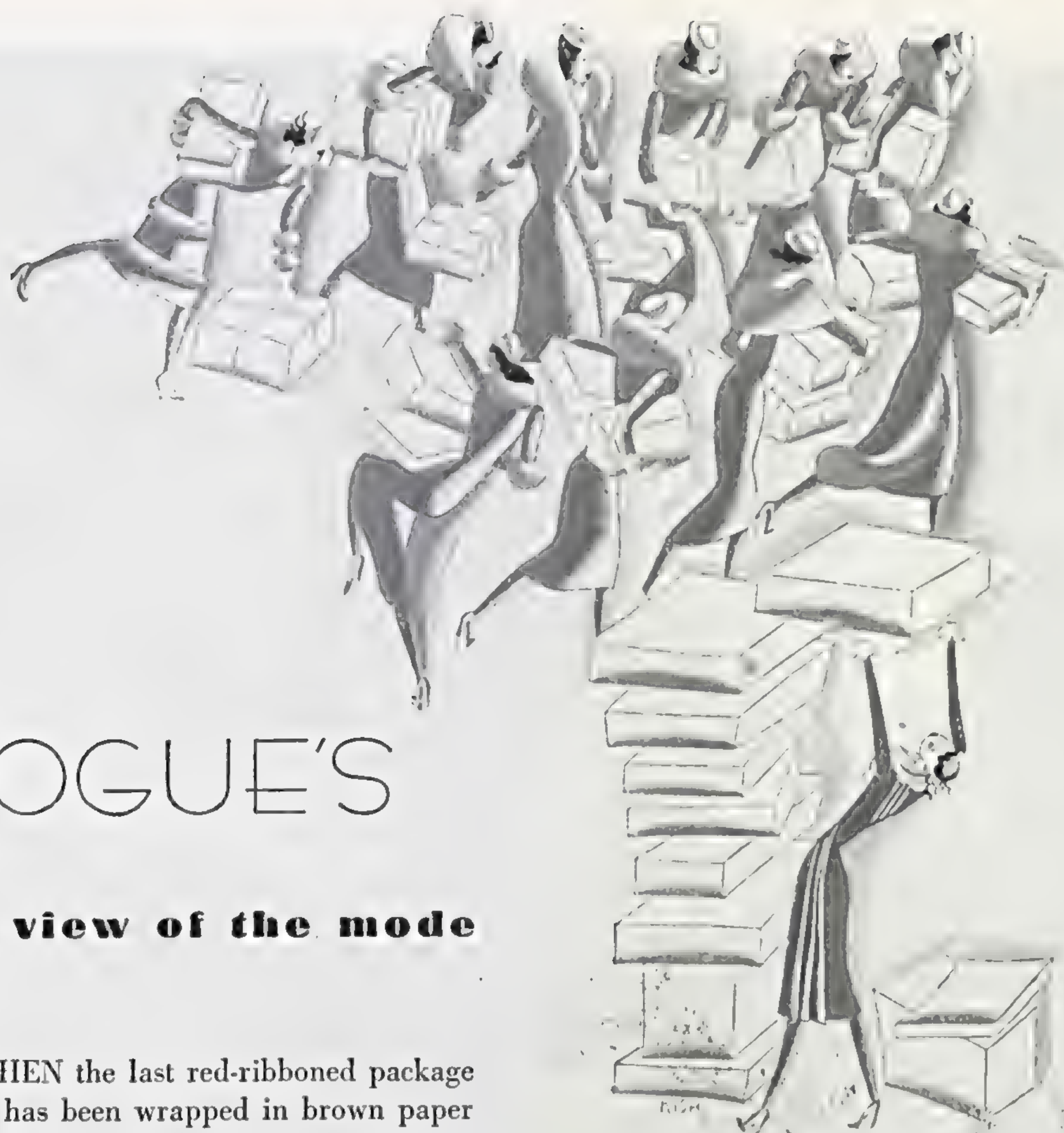
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## VOGUE'S

### Eye view of the mode

WHEN the last red-ribboned package has been wrapped in brown paper and tied with twine and sent away in the mail; when you sit exhausted at last among the débris of white tissue-paper and snippets of ribbon, the left-over tags and the stickers and the rest of the confusion of getting ready for Christmas; then, in the last few hours before Christmas, you have time to think a little, and one of the things you find yourself speculating about is the curious and very subtle way your Christmas list alters from year to year.

In a way, this list of people is an inventory of your friends. Every year, new names appear, names of people you didn't know or perhaps even didn't like last year, but who in one way or another have become sufficiently important to you to warrant inclusion. Every year, a few names disappear, and, as you think it over, you review the various and sundry reasons why these names have been dropped, perhaps because of a good female fight, but, likeliest of all, because of that indefinable cooling of one's lesser friendships, like the inevitable sluffing off of a lizard's last year's skin.

But most curious of all are the names that remain, and have remained for years and years. Aside from your tried and true friends, your real intimates, the people you are in touch with constantly, there are a few names that you find yourself putting

on your list every Christmas, and for the most extraordinary reasons. There is the childhood friend you never see, but whom it would be inconceivable to ignore at Christmas. There is an old beau in China, there is your mother's old seamstress, or an old governess of yours, or any number of other assorted characters with whom your only contact is this yearly Christmas giving. All these people, who play no real part in your life, still exist in the backwash of your sentiment and are swept forward into your immediate consciousness as each December comes around.

Thinking of these things, you conclude that the Christmas list is, more than invitation lists, more than the names entered in your private telephone note-book, a true record of who, in the last analysis, means what, if anything, to you. Only friendship, whether it be transient or eternal, appears on it.

It would be interesting, though clutter-some, to save all your lists for all your Christmases, for, in them, you would be able to trace, over a number of years, the curious human synthesis and decomposition of mortal friendship, the strange, devious twisting path your heart has taken.





STEICHEN

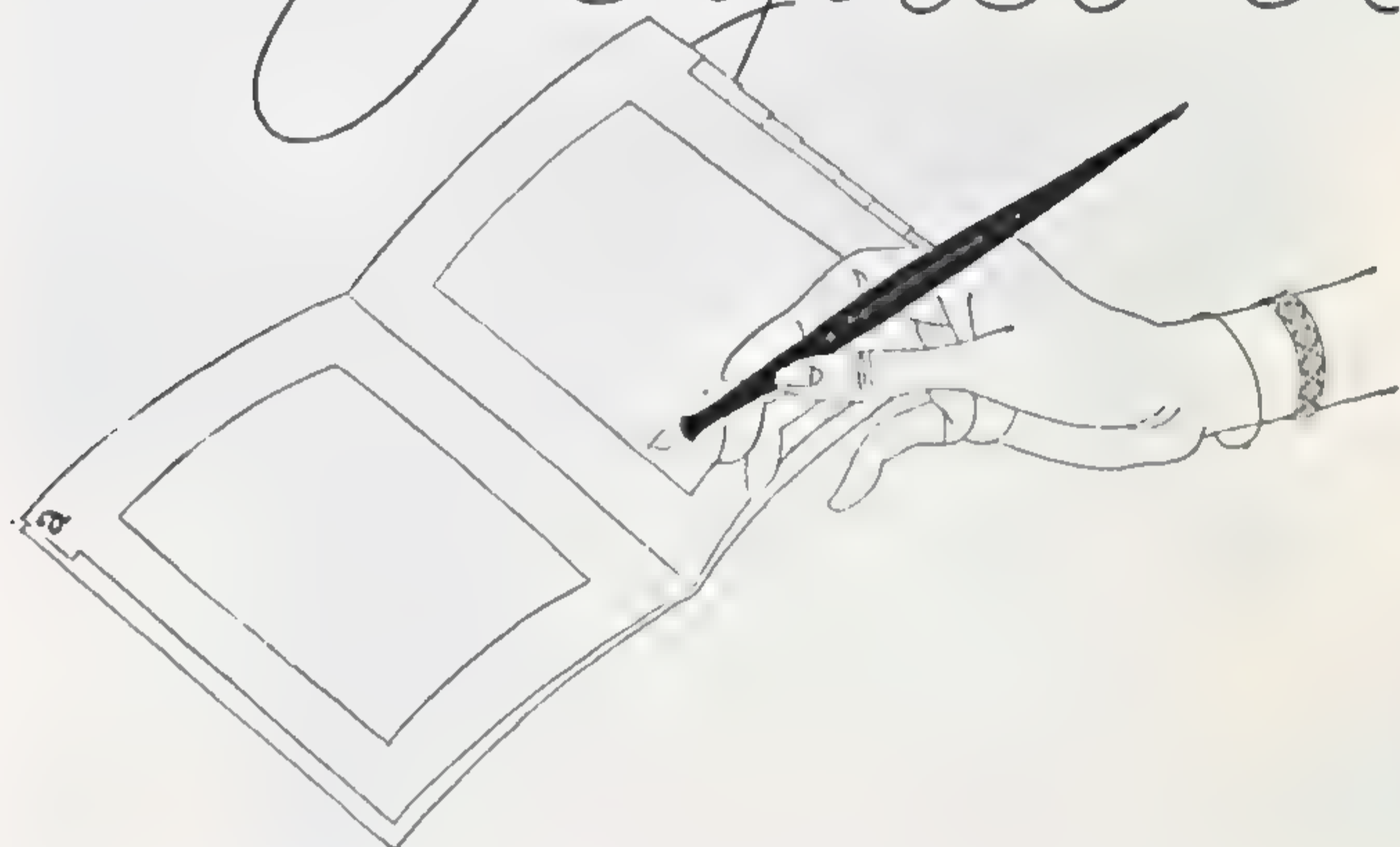
**Mr. and Mrs. Barclay Warburton**

Mr. and Mrs. Warburton, junior, who were married last April, are licensed pilots and enthusiasts of the air. During the autumn, they set out on a belated honeymoon in their little Stinson Junior, flying across the continent and back and taking turn and turn about as pilots



# Vogue's Address Book

## of inexpensive travel



WHEN it comes to a necessity of life, like travel, we believe that where there's a will, there's a way. No destination is impossible. If you can't do Eden de luxe, you can usually wangle it in lodgings. If you cared to go there badly enough, you could probably find a sweet little pension in the moon. And so, here is Vogue's book of addresses, wrenched out of a variety of amusing people who know a good thing when they see it and who demand out of life only a reasonable amount of bodily comfort, fairly good food, very good *vin*o, colour, sport, snoozing in the sun, and an unlimited amount of fun. For instance:

**WINTER SPORTS OVER HERE.** At Saint Sauveur above Montreal, an Italian named D'Albizzi has a farmhouse which accommodates about thirty people, so that you can fill it up with your own party. Saint Sauveur is a sweet little French-Canadian village with one "pub" and a good many churches. D'Albizzi gives skiing lessons and runs the whole shooting-match himself. He gives you very good plain food, charges, *en pension*, about \$5 a day, and he is snooty about whom he takes. The smart Montrealers all go out to Saint Agathe or Saint Margaret's for week-ends. The inns at both these places are simple, filled with attractive Canadians, and not too *cher*.

At Murray Bay, this year, the big hotel, Manoir Richelieu, is closed. If you aren't invited to one of the houses, you can put up at the Murray Bay Hotel, down on the main street, or take lodgings in the little house of the village horticulturist, Monsieur Renaud—very clean, full of blue plaster virgins. Nearer New York, there are Pecketts in Sugarhill, in New Hampshire, Hanover Inn, in Hanover, New Hampshire, and Woodstock Inn, in Woodstock, Vermont—all well worth visiting. There's the White Hart Inn at Salisbury, Connecticut, which is nice and warm and comfortable, with a French chef in its early American kitchen. The Ship's Lantern at Washington, Connecticut, is a sweetie,



A conglomeration of tidbits about good spots in the sun or snow, wrenched with difficulty from a variety of amusing people, for those who care more for romance than for plumbing

too, very popular with attractive young marrieds, and run by an ex-Yale crew man, much like a private house. Simsbury has another good inn, the Pettibone Tavern, all done up in Early American, as any mama or papa of Miss Walker's school can tell you from the experience of many week-ends.

**WINTERSPORTSABROAD.** Saint Anton is getting to be the new little European place for winter sports. It is a village in the Austrian Tyrol, totally unspoiled (may we be forgiven for letting it out). The main feature is the ski school. Every one gets out on the slopes from ten to twelve and from two to four, while the instructors shout "drop your hands," "bend your knees," in twenty different languages. In the evening, there is dancing in a small way in the little hotel, if you haven't already dropped off to sleep, drunk with the air and the exercise. The Post Hotel costs only about \$5 a day complete, the Alpenrose less. Many smart French go there, like the Polignacs and a few initiated American ski enthusiasts. Alice Damrosch Pennington is there this winter. The Grand Hotel at Murren is another not-very-expensive place. It's a great big, overgrown, old-fashioned chalet, with mountainous feather beds and lots of little rosy-cheeked Swiss maids running about. Kept by the two nice Miss Muellers, who belong to the old hotel aristocracy of Switzerland. You get there by a paralysing funicular from the Lauterbrunnen valley. Lots of nice English go there year after year. Also, King Albert and his daughter, the Crown Princess of Italy, who returns to her family every winter.

If you have any designs on young Italian marchese (this was handed down to us by one who evidently had), the Cristallo at Cortina d'Ampezzo is where the young Italian bloods go for winter sports. You will find any number of them there with their dowager mamas, making a great fuss about their skiing technique. A new little German place has been whispered to us. It is a country estate on a hill at the







south end of the Schliersee, not two hours from Munich, called Landhaus Waldeck, a large-sized German country house thrown open since the War to paying guests. There are good skiing fields near-by in lovely country. The house has charming home-like rooms. The *Musikzimmer* and some of the *Gästezimmer* are heated with big tile stoves. This place gives you an opportunity to use your German, and yet you are quite independent. It costs about fourteen marks a day with meals.

There are winter sports now in the mountains behind Cannes. No more than sixty kilometres from the sunny, sophisticated spot, almost as high as Saint Moritz, you come on the Hotel Mount Mournier, at Beuil, with its eaves dripping with icicles, all part of a project of Frank J. Gould. Oldenhorn at Gstaad draws many enthusiastic mountain climbers, and a great haunt of the British is Saas-Fée, where there is a grand hotel, which, like so many Splendides, Excelsiors, Grandes, and Palaces all over Europe, is grand in name only, but a nice, well-run little place. If you join the trek towards Norway, you take the boat from Newcastle, then a train from Bergen, and the three great winter resort places are Finse, high, subject to terrific snow-storms, but heavenly, with the biggest rink of its kind in the world; the Holms Hotel at Geilo; and the Hotel Ustaoset at Ustaoset. All are nice and comfortable and cosy—not as chic as Saint Moritz, but still gay, with dancing every night, very nice Norwegians, and a smattering of British and French. If you take your own crowd along, you will have great fun for about \$4 a day.

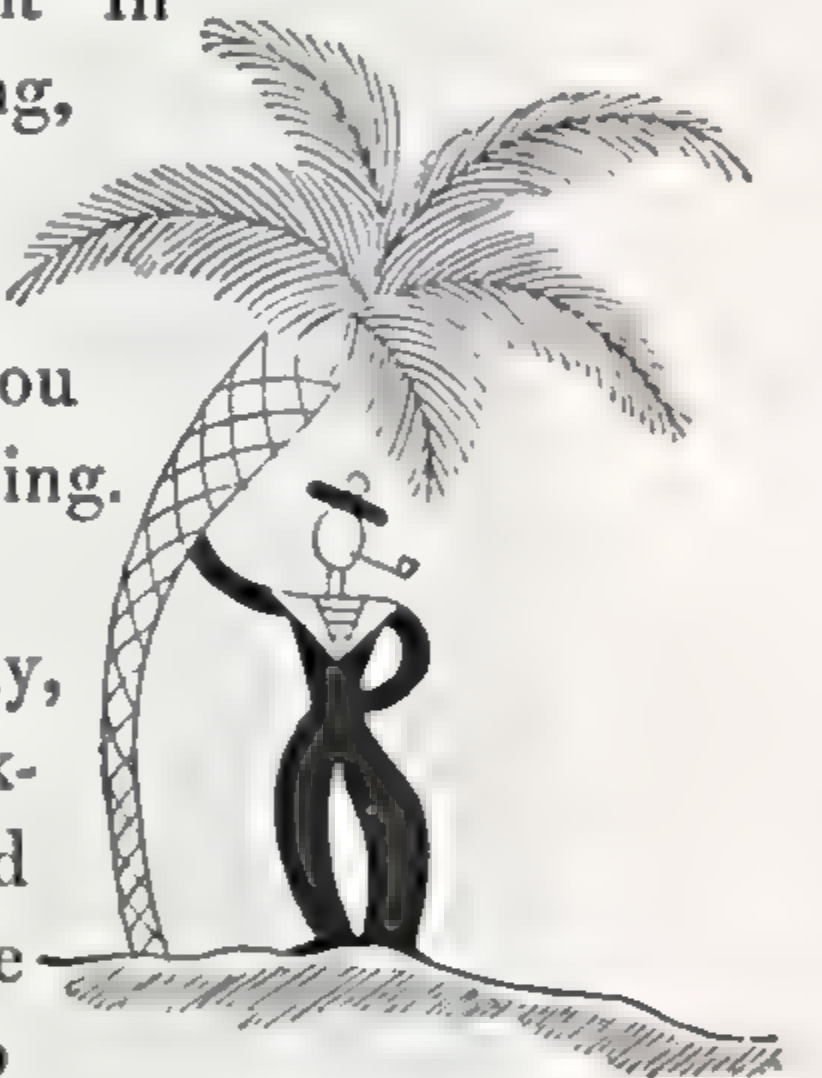


NASSAU. Can be done at almost any price. If you don't want to go to the big hotels or to the popular Polly's, you can wander up and down the sunny streets until you find agreeable lodgings, and then be as swell as you like on the side. Bachelors live there very happily for about \$20 a week. Golf is a matter of paying each time you play. If you will mooch along the docks at Nassau, you can always find a certain number of independent skippers who have boats to be chartered for around \$20 a day. A really competent skipper, like one Bertie Hibbs, knows all the most romantic and most obscure little islands that strangers seldom visit. Some are too lonely and lovely to mention here. One, about seventy miles from Nassau, is the only completely white settlement in the Bahamas, and the inhabitants make up for their purity by terrific

inbreeding, which results in universal pallor. When you land there on a sunny day, you find the natives walking around with gloomy religious faces—people with six fingers, peculiar ears, a lot of harmless insanity, and old women who carry dolls.



BERMUDA. In Bermuda, it is fun to take a house, and there are simply enchanting little whitewashed ones to be had for anywhere from \$100 a month in the winter season. If you take them by the month and plan to stay all year, you do much better. Local dusky ladies cost about \$8 a week, the best cooks about \$15. The only thing that is expensive is the food, which costs more than in the States, but you make up for that by the low cost of good wines. Hudson Strode, the writer, in East Paget, Campbell Gosling, Gerald Gray, and Mrs. Tucker are the real-estate agents. Other than big hotels, like the beautiful new Castle Harbour Hotel, there are several little places where you can stay. Pomander Gate, though it isn't very cheap, must be mentioned because it is simply delightful. Then there are Waterville and "Old Home," run by Mr. Rowley, whom Kipling used to stop with; "Horizons," small, but excellent, and another little place called Buena Vista, on the water-front in Paget. Bicycles are to be had for a song, and you can almost live in those heavenly Shetland sweaters, to be had at the department store in Hamilton, where you can go on an orgy for practically nothing.



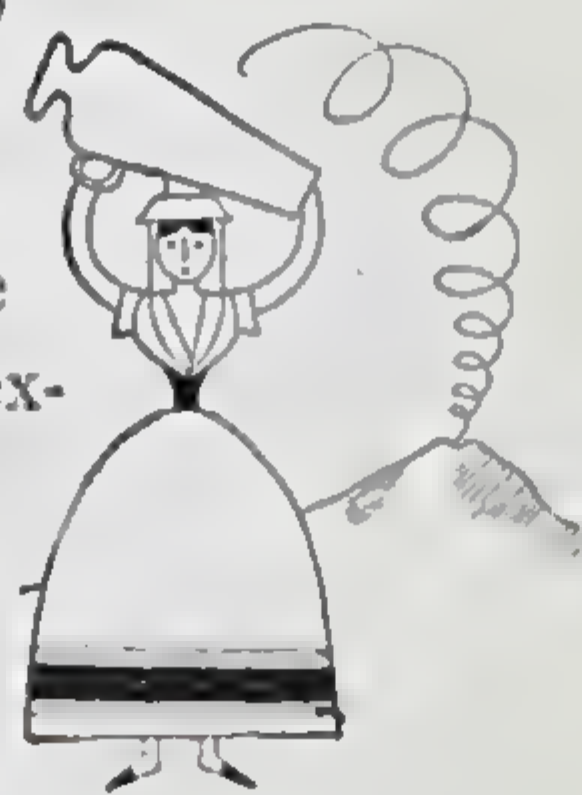
NORTH AFRICA. For a longish stay, Tunis is not as expensive as you might expect. The Majestic might properly be called the grandest hotel, but the Tunisia Palace is nice and obliging. This has an Arab chasseur named Larbi, who practically runs the lives of those who live in Tunis. Step around the corner occasionally to Gaston's for your meals. For very little, you can have an orgy of kouskous, which is a delicious African boiled dinner with boiled raisins and chicken and a variety of other things thrown in pell-mell. If you







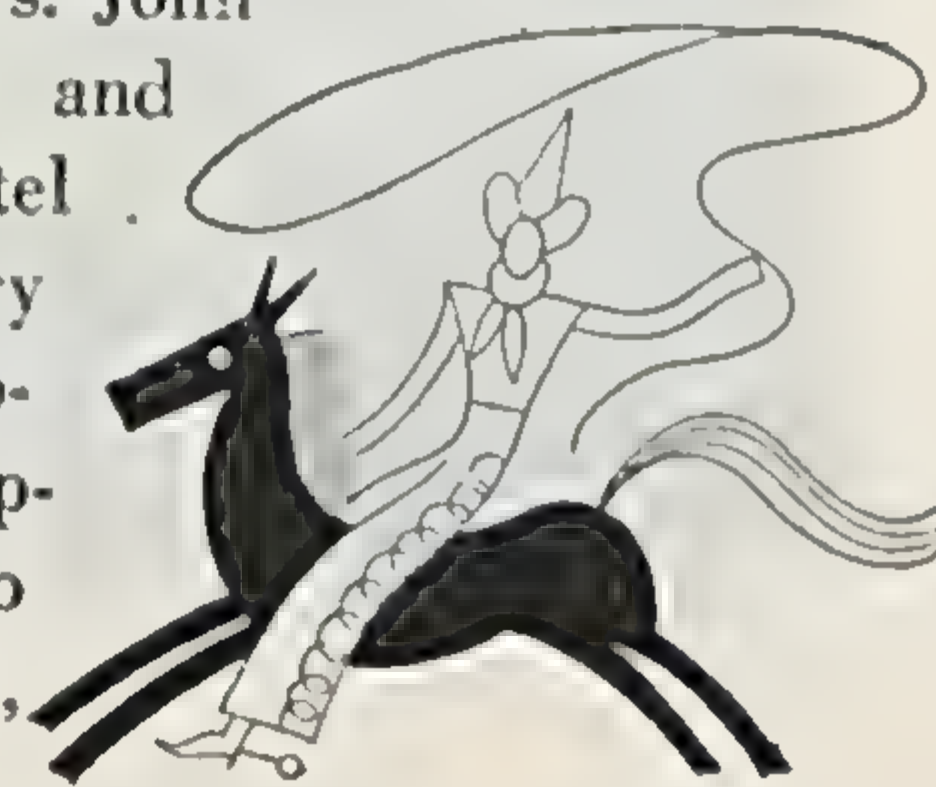
stay till June, there are huge and wonderful crevettes. Mademoiselle Germaine's, just as you get off the tram at the ruins of Carthage, is another nice place to eat. Tunis is coldish in January and February, nice after the first of March, divine in April, May, and June, and lovely all summer long. Out at Hammamet, near Tunis, quite a few amusing people have taken houses, and you can often rent one of these for a month or so, an English resident tells us, for about four guineas a week—little houses with roofs and terraces overlooking the sea. Most of them have only lamps, no electric light. The servants of the country are all men. The women are all shut up. They are very amusing, very inexperienced, but not bad cooks. André Gide goes there, Norman Douglas, and Jacovlef, the painter. The chief sports are swimming, excursions into the desert, and just sitting in the sun. It is blissfully effortless. Like the man in *Punch*, sometimes you sit and think and sometimes you just sit.



**MEXICO.** Here, almost every one stops for about a week of sightseeing in Mexico City, and then moves on, either to motor to the Mayan ruins, or to Cuernavaca to sit among the bougainvilleas and seep in the sun. In Mexico City, neither the Ritz nor the Mancera are what one would call cheap, in the European sense of the word, but you are much better off in them unless you speak Spanish. The Geneva is a perfectly possible little place, but call it Heneva, or you will never arrive. There is an entrancing little bar next to the Ritz and a sort of

Mexican Childs called Prendes, where delicious oysters are served with limes instead of lemons and you are given a wicked Spanish wine. Out at Cuernavaca, at the Borda Gardens, life costs very little a day with meals. The beds are nothing to boast of, but the gardens are riotous with flowers, the food is Mexican (but not too Mexican), and there is blissfully almost nothing to do save to go and look at the Riveras, walk, and take long motor rides on Sundays to the little village fairs, where you can buy funny Mexican pigs, bowls, trays, and other really lovely examples of Mexican craft. The cars are not expensive, but the chauffeurs take the whole business of motoring very seriously. Each has his helper on the box beside him, and both—like all foreigners everywhere in the world—take a fiendish joy in cut-outs.

**CALIFORNIA.** In the big leap of our minds across the continent a moment of mental pause at Tucson where a fascinating creature called Mrs. John Greenway, known all over Arizona and New York as Isabella, has started a hotel with guest cottages which are not very expensive and are full of amusing people like herself. Now in California proper, the list of nice little hotels is not so large. To begin with, the big hostelrys, like the Santa Barbara Biltmore, the Miramar, and Pebble Beach Lodge, are not as expensive as they are in other spots. In Santa Barbara, or rather out of it, on a hill overlooking the town, there is a little place called the San Ysidro Ranch, which is quiet as a tomb and nice, especially if you have friends living in houses nearby. Everything is (Continued on page 94)







HOYNINGEN-HUENÉ, PARIS

J. SUZANNE TALBOT—FRANKLIN SIMON

## Florentine berets everywhere

The hat of the moment is a disk of woven felt strips, worn flat against the side of your head at an angle that defies every law of gravity. Red and blue quills pierce this disk, pointing downward towards your shoulder. That's all there is to it, yet somehow the whole has chic, dash, and that quality called "Chien." Talbot named it "Rue Royale," and it is worn here with a suit from Augustabernard. Mrs. Noel Murphy posed





J. SUZANNE TALBOT—BONWIT TELLER

HOYNINGEN-HUENÉ, PARIS

This is a hat called "Rigoletto," but when we say hat, we mean the merest skimming of the top of a black velvet crown, wreathed around with a ring of white ermine and punctuated by a sudden black quill that shoots up the back like an attenuated exclamation-point to emphasize the chic. There's a little veil, too, not quite covering the nose, and it's worn with a black crêpe dress from Jeanne Lanvin. Miss Daphne de Lévis Prizer posed

### Quills that look like stilettos





MAINBOCHER—THURN

STEICHEN

When is a bustle not a bustle? When it is made of white satin ribbons looped to the waist-line, as in this ethereal white chiffon dress. The ribbon winds about the waist, then falls in three great loops. The high in front and low in back décolletage is another thing that shouldn't escape you. Jewels from Black, Starr and Frost-Gorham; slippers from Delman; chair from Les Arts Modernes

## GOSSIPY NOTES

### On evening clothes

- High in front and low in back—that's the décolletage you see everywhere these nights. The ink-blue paillette dress Mrs. Harrison Williams wore to the Biddle party was cut that way. So was Mrs. Robert McAdoo's white velvet one—a band of mink following her neck-line. Quite a few fur-trimmed evening dresses, by the way.
- Very long hair is a thing of the past—thank Heavens. Practically every head at William Rhinelanders Stewart's subscription party at the Colony after the opening of "Hamlet" had a brushed-off-the-face coiffure, ears exposed. Mrs. Carroll Carstairs was back from Paris with a new wind-blown bob—hair plastered in scallops on her forehead and cropped in back. All coiffures are rising much higher in back.
- Paris cables that clear *aquarelle* shades are the colours to keep your eyes on—orchid-pink, palest water-green, shell-pink, shrimp-coral. Not so much white.
- Long earrings reappear on the horizon. Clips are getting tremendous and show up in the most unexpected places. A new occupation for them is to hold up a train—as on Miss Barry's dress opposite. The very few who wear trains these nights are wise enough to know where to wear them.
- Viola Cross has gone back to Lanvin as vendeuse. And Lanvin has opened a new shop, "Rond Point de L'Élégance," on the old site of Lanvin Fourrures, solely for accessories. Redfern, also, has a new shop, "Redfern Sport," for ready-made clothes.
- Madame Agnès is running around Paris in entrancing evening jackets—one of red velvet, another of pink lamé with huge balloon sleeves that end at the elbow.





SCHIAPARELLI—MADAME ET LA JEUNE FILLE

STEICHEN

A jacket—to get by these nights—has to have something eye-catching about it—extreme brevity, queer sleeves, something. This white Bagheera one is a case in point. That sweeping black dress is of Schiaparelli's crinkly crêpe—the rage of the season. The train can do a disappearing act by being looped up on a clip. Miss Eleanor Barry wears it, and the jewels are from Udall and Ballou

**Jackets are now selling short**





## CHARITY-ENGLISH STYLE

by Cecil Beaton

A CERTAIN interest and excitement are felt in New York once a year with the advent of the Beaux Arts ball. In England, however, these functions are constant and never-ending; there is continual dressing up; costumers are frenzied all the year round; and, though there appears to be a surplus, a glut, of these entertainments, there is always a vast audience and public to stimulate with encouragement the organizers and performers. The interest, astonishingly, never seems to flag.

The London season sees these festivities, a charity ball or matinée, complete with pageant, at least once a week. At the end of July comes a vacation from dressing up, but most of the same people appear in new fancy-dress rôles in Venice. A few weeks' rest, interrupted only by a minimum of costume balls, and there is the return to London for the autumn season, and up springs a new crop of pageants.

A deal of good often results from these functions. Sometimes, surprisingly large sums are sent to the hospital for new-born babies, to the nuns, or to the old pensioners. But there is the other side of the question. There is the ludicrous social side, and it is that which we shall now perversely harp upon.

Like many of the ladies connected with these enterprises, let us forget about the incurables, nuns, and new-

born babies and concentrate only on the respectable ladies who at last find their opportunity to appear in public, to tread the stage boards, and to achieve their ambitions to pose as Venus, Madame Récamier, Salome, or the Pompadour. We must begin at the beginning.

Mrs. Throgmorton really has nothing better to do. She considers herself a busy woman, but she isn't. She is in her boudoir when the inspiration comes to her. Why shouldn't she run a charity show? Other people do it and gain great kudos and do good into the bargain! It might set her on her feet again, and it would be an exciting adventure, at any rate. She might be able to give relief to poor orphans, or should it be the cripples? Or the blind? There are refugees, too, and there is the society for prevention of cruelty to animals, and, think, oh think of the fallen women!

There are, happily, established and professional organizers who run the business end of this sort of activity, who demand a big salary, but who have an uncanny genius for obtaining vast sums out of the rich and every mite from any poor widow. Mrs. Throgmorton telephones Miss Euphemia Boodle, the well-known organizer.

"Why, of course, it is a wonderful idea of yours, Mrs. Throgmorton. Think of those poor girls—it is a charity that touches every one's heart." Miss Boodle's voice is







mellow, benevolent, with only a slightly businesslike determination in it. "But what stunt shall we have, a ball, cabaret, and a procession? Or a matinée pageant? We could fill in with a few star turns. We could get some Royalty, of course, and we can bank on Miss Ruth Draper to oblige. You've heard about her monologues, of course, and Royalty loves them. They're safe, too. Then think of all your pretty little friends who will be only too ready to help you out. They'll love doing it."

The preliminaries are discussed over lunch with fevered enthusiasm at the Malmaison.

"What shall we have?"

"Hors-d'œuvres of smoked salmon?"

"No, I mean shall we have a pageant of lovers throughout the ages, of little china ornaments, of famous beauties? Or could we do something Eastern and exotic, or something Biblical? It is always as well to end on a patriotic note. We could have Lady Diana as Britannia."

Soon there is the five o'clock tea-party—Mrs. Throgmorton "at home," when over a cucumber sandwich and a delicately refreshing cup of China tea, the first committee meeting takes place.

The organizer is in her tricorn. She is raising her voice, demanding silence. "Ladies, as soon as you have finished your tea, let us adjourn up-stairs and hear the



minutes read." The minutes are read by a stammering minion and carried unanimously without much interest being shown, and then to business with gusto and relish. The organizer wrenches the steely hearts of the hardened committee members with harrowing details of slum life and diseases, but ending on a note of hope.

"Why, what we can do to these incurables is too wonderful for mere words. They are going to have, oh such a lovely holiday! They will enjoy, for the first time in their lives, the beauties of Nature, the pine-trees, and sunset, the little streams, and little rabbits, scuttling about with their impudent white tails. You must picture their bright and grateful faces; just imagine those eyes looking into your eyes, into your very soul.

"We will have the most lovely music, Mendelssohn's or Elgar's 'Forest Murmurs,' and the curtains will be slowly drawn apart disclosing the stage flooded in a glow of light like a sunset, and down the steps the herald will announce this historic spectacle, the pageant of 'Fish,' and each lady's name will be proclaimed as she wends her way daintily and sweetly towards the footlights and out quickly at either side of the stage, giving place to others. Mrs. Throgmorton has, of course, at her command all the youth and beauty in London, and I am happy to be able to announce to you that, so (Continued on page 90)





# ALL ABOARD

**in tweedy chic**

• Every one in France (as well as in America) will soon be heading South—the smart Parisiennes for Cannes, Algiers, and points east. The girl with the Vuitton dressing-case (upper right) is dressed *pour le voyage* in a striped beige-and-brown tweed coat from Creed

• The handsome luggage on the truck includes a shoe trunk from Au Départ, with a Hermès transatlantic wardrobe trunk beneath. The porter has a Hermès golf-umbrella bag nonchalantly slung over his shoulder

• The pair of smart young women in the centre are wearing Jane Régné coats. “Noir et Rouge” is of reversible woollen, and “Midship,” brown and warm, has a beige pelt lining

• Surrounded by fond family and friends, the twins boarding the train are both wearing Augustabernard’s ensemble, “643, 644.” One has left her coat, with its shaggy brown seal collar, in the car, to show her beige-and-brown woollen dress

• The Travel Man is directing two Parisiennes who buy their travelling clothes at Lanvin Sport. “La Boulie” is a coat in green, with amusing cuffs. “Sologne” is a classic sports suit of beige-and-brown tweed with a seal-bordered cape to match. The attractive plaid case and the phonograph record container are both from Hermès

• The girl with the dashing escort also has chosen beige-and-brown tweed for travel. Her coat is Patou’s “Château d’Ardennes” and is nutria-trimmed. It is from Jay-Thorpe





DECEMBER 15, 1931

• At the upper left is a girl who is smartly dressed for travelling in a grey tweed ensemble, "Côte d'Argent," from Patou. On mild days, she wears its astrakhan-trimmed jacket; for colder weather, she slips on a fur coat; Bergdorf Goodman

• The girl about to take the Rome Express wears Schiaparelli's beige wool coat, "No. 1007." The collar is of deep-piled golden-brown seal. The practical pigskin bag in the near-by group is from Hermès

• The proud little girl is leading two excellent coats by Bruyère. "Mercure" is a deep evergreen woollen with a scarf of white shaved lamb that slips under the collar and buttons in place. "Départ" is a pebbly brown woollen coat with a rust wool gilet and brown wool scarf

• Maggy Rouff's "Framboise," centre, shares the current interest in leopard. It's a trim, double-breasted coat of red wool

• There's a good-looking travelling outfit from O'Rossen at the lower left, "La Route est Belle." The beige wool top-coat matches the skirt, and its cuffs match the short pony jacket beneath

• The chic woman buying the latest copy of Vogue is wearing Redfern's bright blue woollen suit, "Classique." It has a cravat-scarf of white fur for accent

• And the girl in Chantal's brown woollen coat, "New York," is approaching from the right to pick out some lively reading matter for a friend who is off to find her place in the sun of the Midi. Mary, Helen, and Anthony have this model







ANTON BRUENL

### **Ballroom in bloom for a party**

Here is the Jansen Suite in the new Waldorf, electric with festivity, decorated for a holiday party with ivy-trees and great urns filled with green laurel and white flowers. The mirrored obelisks on the buffet table (opposite page) were borrowed from Jones and Erwin and garlanded with mistletoe. Christmas-tree balls form a glittering cone in a silver glass bowl



# ENTERTAINING

## at the new Waldorf

SINCE the new Waldorf-Astoria first opened, there has been a psychic something in its atmosphere that makes for a good party. You can't possibly miss it. The Waldorf is festive, and its festivity strikes you, whether you are having a rarebit at the super-luncheon counter, near the restaurant, or dancing in the Grand Ballroom up-stairs.

This prodigious hotel that has arisen in our midst has become a sort of city of entertaining where parties can be ordered at five in the afternoon for the self-same night and a hundred soirées can go on till dawn under the same roof, without ever hearing one another.

First of all, there are the private apartments, which are exactly like the best of the Park Avenue apartments. You wouldn't dream, when you are dining in one of them or playing backgammon in their little libraries, that you were in a hotel at all. With your own flowers and a few personal touches, the place is yours.

In addition to the little private dining-rooms which can be thrown together at will, there are the entertaining suites, which have the intimacy of private ballrooms. If you want to entertain ten or twelve, you can take the little Pillement Suite. If you have asked fifty, you can seat them nicely in the Perroquet Suite, with its walls painted with



YOU ENTER THE SUITE

macaw birds and all sorts of tropical motifs. Next in size comes the Jansen Suite, Empire in an unostentatious sort of way, with beautiful high ceilings and long mirrors that reflect and re-reflect your party ad infinitum. Then come the bigger ballrooms, the Jade Room with its sea-green columns, the Basildon Room, the Roof Garden with Victor White's murals, and the Grand Ballroom itself, with its tiers of golden boxes reminiscent of the ballroom in the old hotel.

If you want flunkies, there they are, armies of them, in very smart full-dress liveries. If you want chefs, a hundred and fifty are at your service. If you want a secretary to help write your place-cards, she is somewhere down in the wilds of the main floor. The Concert Bureau will furnish you with anything from a sentimental accordion to red-hot jazz or radios to transmit the music from the other ballrooms to your party. If you want movies, a portable movietone can be hauled in. If you want to get married, there is an organ handy. If you want artificial moonlight, call the spotlight director. If you want bona fide stars, you have only to press a button in the roof garden and the entire ceiling rolls away.

The old order of entertaining has changed and given place to the new. And if any one feels a nostalgia for the great private ballrooms with their memories and their gloomy woodwork and brilliant chandeliers, let him remember the disadvantages of the old system—the confetti that lingered for months in drawing-room curtains, the best damask cloths burned with cigarettes, and the morose faces of family servants on the mornings after the soirées. Then let him try entertaining in the modern manner with no limit to the number of invited guests and effort—valuable effort—reduced to the utter and absolute minimum.



ANTON BRUEHL

AND THEN YOU SUP



# WHAT DOES WILLIAM GET?

WELL, darling, I know all about cars now. You remember, I told you I had decided to give poor William a car for Christmas, he looks so pathetic driving his old car and he won't buy himself a new one on account of the depression or something.

My dear, you'd be surprised what fun it is shopping for motors. I started off with one place, and, before I knew it, I had been to practically every car sales-room in New York. Why, did you know there are almost as many fine points to motors as there are to clothes? I had no idea. I sketched all the cars I saw, in the taxi coming home, and here they are, if you are smart enough to pick out the different makes.

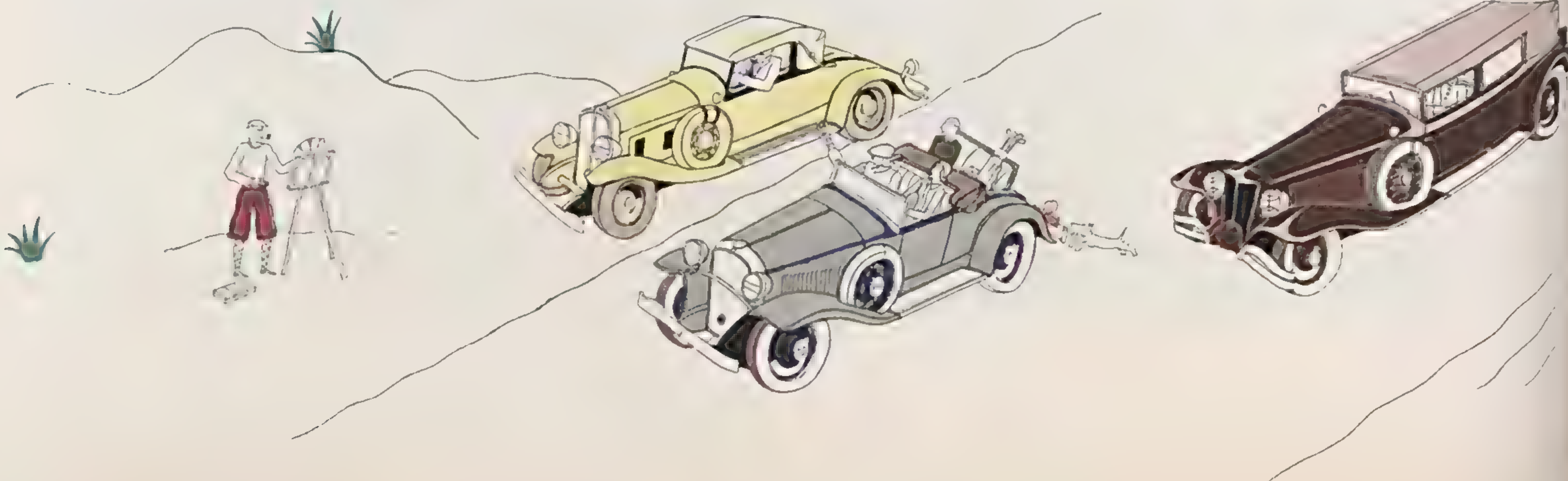
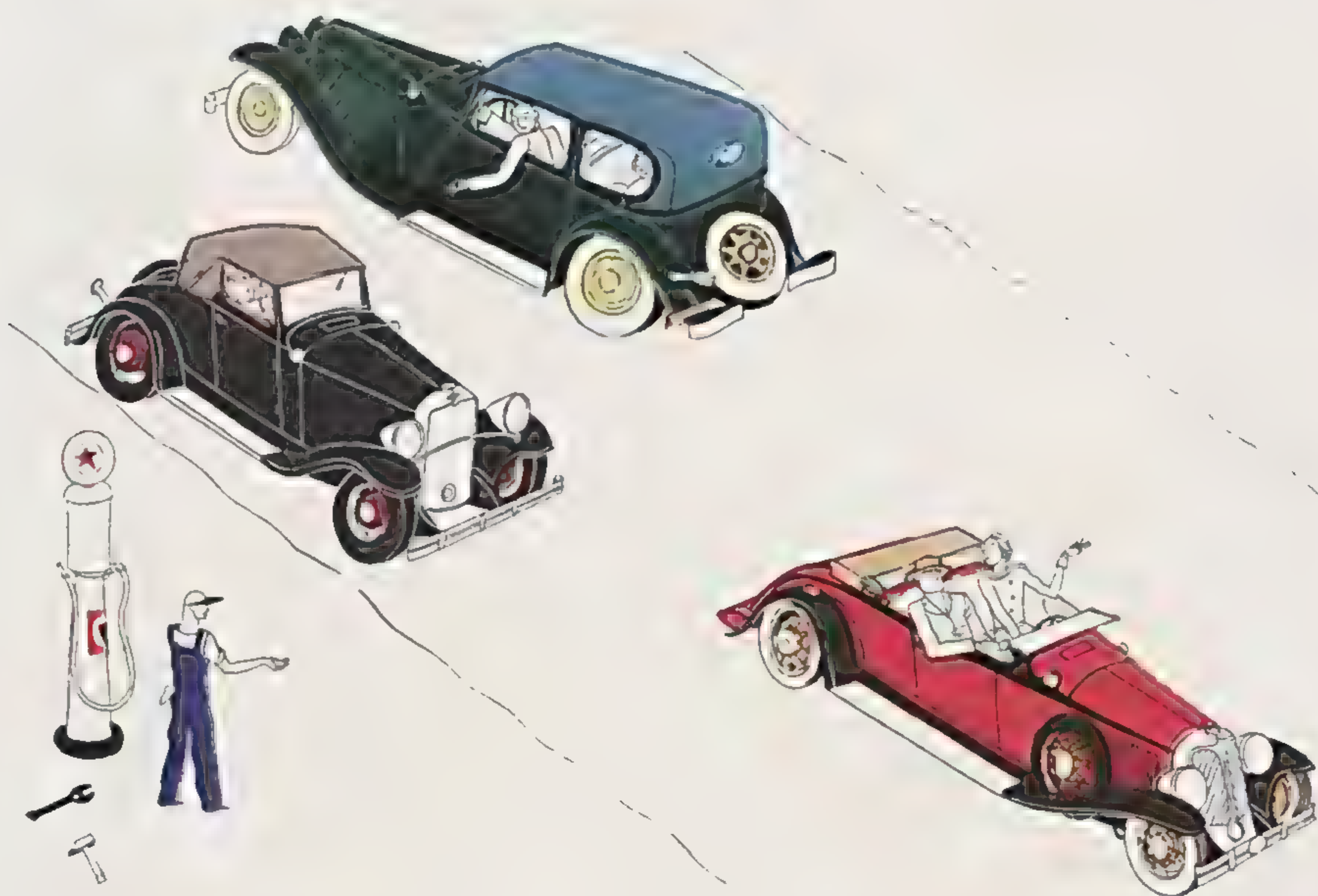
I happened to begin with Cadillacs, I don't know why. I suppose for sentimental reasons. (You remember Aunt Eunice's old Ark at Newport? That was a Cadillac.) I, in my simple way, had thought a Cadillac was a Cadillac, but it seems there are three kinds of Cadillacs. First of all, the Eights. You might think, looking at these, that they were about the height of swellness, all long lines and a kind of powerful look; but then, after you've seen those, there are the Twelves to look at, and then the Sixteens, each getting sweller and sweller with the number of cylinders. These have bodies designed by Fisher or by Fleetwood, and you must know, darling, that these are designers that can make a car look slimmer and snakier than you would believe possible. The Sixteens are great, big, divine motors, and there is a maroon town-car with wicker work on it, if you know what I mean, that I don't see how I can get along without myself. Maybe William—? Anyway, they showed me the inside of the motor, and the man be-

gan telling me about how the engine is V-type or something, but all I could think of was that the engine looked so clean you could positively eat off it, you really could.

Well, after I had looked at Cadillacs for a while and had used up all my adjectives, they asked me if I would be interested in seeing a LaSalle. You know me, I'm always interested in seeing anything. So I looked at LaSalle's for a while. They tell me that these are baby brothers to the Cadillacs, but they didn't look very baby to me. Apparently, they cost less. But they have Fisher and Fleetwood bodies, too, and great big engines and everything. And they're painted in wonderful colours with something pretty gilt-edged called "Duco." And if you can imagine it, when you buy a LaSalle you get new parts and repairing entirely free for a year. There was a LaSalle convertible coupé that I would give an awful lot for. You get a foot-rest in the rumble seat—so considerate, don't you think—and the car has those fetching little doors in the sides where you stuff in golf-clubs without all the trouble of having to open the rumble.

By this time, I would have bought anything in the place if you had said "Boo" to me, but I had also developed a severe case of car-consciousness, and so, panting and flushed, I pushed on to the Packard place, screaming for more. Well, I wouldn't have believed that anything could impress me after all I had seen, but when they led me up to a long lean greyhound of a touring-car and said "Look," you could have knocked me over with anything you had handy. Oh me, the first man who ever proposed to me drove a Packard. Anyway, they told me that the new Packards have (exactly) fifty-eight improvements over all Packards of the past. Fifty-eight, and I heard them all. However, things about stabilizers and manifolds and synchronizers and gear teeth went miles over my head, and what really made an impression was that the new Packards have two cigarette lighters, door handles that don't kill you to open, upholstery which is all soft and squishy like pillows, and something called "controlled riding" which does away with bumps.

I had now made up my mind to go deep into this motor business, so I burst





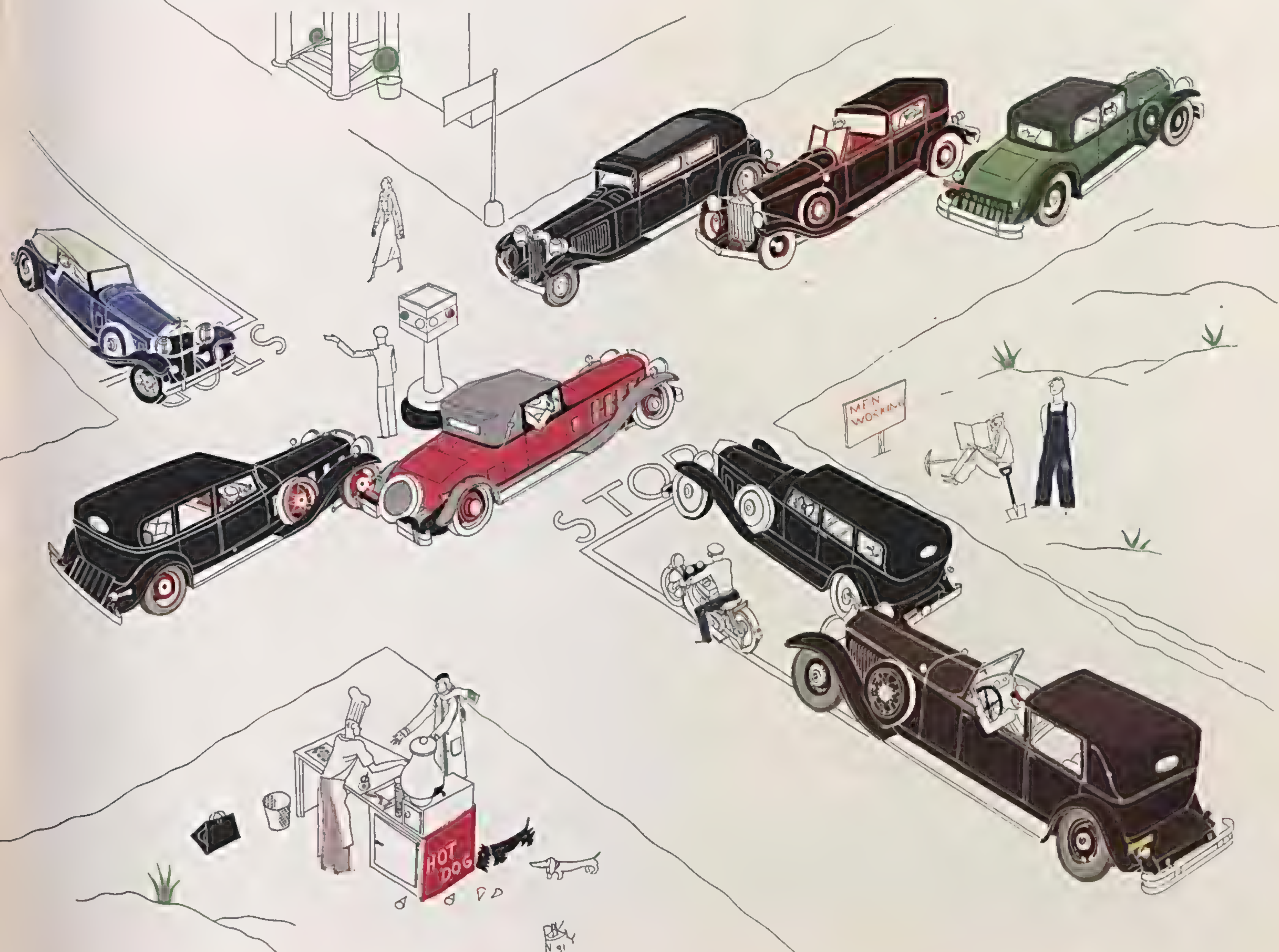
away, after having been shown the fifty-eight articles of faith, and made for where Pierce Arrows are sold. Now they, among others, have this remarkable thing called Free Wheeling, which does not mean the emancipated capital of West Virginia, but a state of affairs in a motor car which makes it possible for you to coast just by taking your foot off the accelerator. And, of course, the classic thing about Pierce Arrows, as far as you and I are concerned, my dear, is the famous head-lights set far apart on the tips of the front fenders, at night fooling approaching cars into thinking it's a Mack truck, thus getting over and giving you plenty of room, which I for one need. You should see the little squatty tops to the roadster and the convertible coupé, the latter having also a device in the front seat by which you can open the rumble without getting out. Pierce Arrows are made in three groups, so that you can fumble around and find

what you want at what you want to pay.

After having seen everything, my ears still ringing with information about lubricating systems, I went away and to the Lincoln place. Do you think I'm crazy to go to so many places? Ah, but you don't know the fatal fascination in looking at those wonderful shiny cars and being talked to in what amounts to a strange language; after a while, it affects you like a drug. Lincoln bodies are designed by people who are famous, at least to anybody not as dumb about such things as you and me. Judkins, Dietrich, Brunn, Willoughby, Derham, LeBaron. So, you see, you ought to be able to find exactly what you like. The sports touring-car would get you, my dear. I can see you behind the wheel breaking your neck in it. It has the most remarkable wings to the windshield; they are rounded off and fit down to the sides, so that your make-up doesn't get ruined even if the top's down. As for me, my

orchidacious nature warmed to a series of town cars, all different, but all madly luxurious. By Heaven, I may have started out on this tour to pick out a car for William, but, having seen what I have, if I don't get a town car in my stocking this Christmas, somebody is going to make an awful scene.

Next, I assaulted the Chrysler salesrooms and made the salesmen there show me everything. Now let me tell you something. For pure, low-down, wicked-looking lines, the Chrysler Imperial is no less than Something. It was an awful strain on me, making my mind up all over again at each new place I went, and I see now that I won't be happy till I can have a garage the size of the Grand Central Station. To get back, Chryslers are really pretty grand, in one respect specially; they are the easiest cars to drive I ever sat behind the wheel of (grammar). You rest one feminine finger on the wheel, (Continued on page 88)







EWING GALLOWAY

THE "AMY HEWES" STILL PADDLES DOWN A LOUISIANA BAYOU

## SOUTHERN AMERICANA

By Anne Rittenhouse

THERE'S a new element in southern travel this winter; it's biographical curiosity.

People have been reading best sellers on pioneer episodes, founding States, civilizing wildernesses, adventures of men who fought Indians, crossed waste spaces, took magnificent dangers in a magnificent way. So America has a new frame of mind inspired by daring exploits of new adventurers by sea and air.

Last summer, people swarmed like army ants over Bunker Hill, Ticonderoga, the battlements of Quebec, Lake Champlain; even in Detroit they listened, not to tales of cylinders, but to hair-breadth tales of French friars and Indian chiefs. They roamed New Mexico on the trail of the preaching pioneers. They sailed to South America to see where Bolivar had thrown off the yoke of Spain.

This winter, they will journey South in an eager spirit of historical curiosity. They wish to stand where intrepid foreigners subdued the new world. They're weary of Wall Street and statistics. They want glamour, to live vicariously through worse days than these.

Some will go by motor, some by train. Now that a motor can travel on a railroad ticket, some will do both. Like lizards seeking sun, they want to relax in that climate "parallel with Paradise," as Robert Montgomery put it to chilled British. Tremendous things happened, however, in that relaxing climate. They sprouted,

bloomed, and burst, and the United States arrived. The excitement begins when one leaves Washington.

There's Annapolis, colonial capital of Lord Baltimore's Maryland, which, like Williamsburg, its Virginia neighbour, was planned by Sir Francis Nicholson. Wonderful architecture there! You're immediately steeped in a romantic past, actual and fictional. On to Williamsburg, the "head nurse of the Revolution" where Rockefeller millions are reconstructing the background. William and Mary College is so saturated with our early struggles that the heart quickens as at the roll of drums. In this town, Lafayette waited for Washington, and together they marched to victory at Yorktown, and there was hanged that flamboyant pirate, Blackbeard, whose better name was Thomas Leache.

Onward you roll through adventurous land to Stratford, reconstructed to its original likeness when Robert E. Lee was born there. To Monticello, the wondrous house Thomas Jefferson built, he who wrote the Declaration of Independence, who entertained in those spacious rooms the makers of this Republic. Down through the Shenandoah Valley, where "Stonewall" Jackson marched like a Jack-in-Boots, where the Confederate dream became the Lost Cause at Appomattox, and down to Yorktown where Cornwallis surrendered to Washington, a dream of independence come true.

The hills flatten out now, but the historic landscape rolls on like a script of ancient valour. Wondrous tidal rivers begin to flow through the Low Country like glittering serpents, to enliven the (Continued on page 84)





IRA WRIGHT MARTIN

The houses of Charleston are famous for their architectural beauty. The fine doorway above is as characteristic as the coloured woman passing it with the week's wash on her head. At the right is the old Pringle house, once used by the British

(Below) In the long evenings, the guests from the Cloisters, at Sea Island Beach, Georgia, gather in front of Mrs. Maxfield Parrish's cabin to hear the Negroes sing their spirituals and work songs—true Americana found only in the South



IRA WRIGHT MARTIN







R. NELSON-MATTESON

In the springtime, during the azalea season, the grounds of Middleton Place are open to the public for a few brief weeks. The azalea pools are a blaze of colour. Wistaria, Cherokee roses, syringa, bay, and laurel abound in the gardens, and dogwood and jasmín grow in thick profusion. Eerie gnarled live-oaks lean over the water

The terraced walks and still, reflecting waters at Middleton Place give a gratifying sense of form and order by their symmetry and proportion. Azaleas and japonica flaunt themselves in the groves and gardens, where in 1785, André Michaux, the celebrated French botanist, planted the first japonica ever brought to America

Everything about the old plantation has an air of having been there for centuries. There is a haunting quality in the cypresses and black waters and long, tragic shadows. At the left is a picture of one of the butterfly lakes with a rice-mill in the distance. Like all of this historic estate, it seems to be oblivious to change





# MIDDLETON PLACE

**in South Carolina**

"MIDDLETON PLACE is a kind of paradise which has wandered down, a miraculously enchanted wilderness," according to John Galsworthy. "Beyond anything I have ever seen, it is other worldly." This famous plantation estate in the Carolina low country is more than two and a half centuries old. During the Civil War, all but the south wing of the old house was burned, but that was later restored, as shown above, and is now the home of Mr. and Mrs. J. J. Pringle Smith. Mr. Smith is of Middleton descent. At the right is the visitors' entrance over the ruins of the old house. About 1740, a hundred slaves worked for ten years, under the guidance of an English landscape-architect, laying out terraces, reflection pools, and beds of flowers. The azalea and the camellia seasons are moments of greatest glory in the gardens.



R. NELSON-MATTESON





• Norwegian is written all over this ski suit—aping Norsemen being ultra-smart in the skiing world. This suit is of navy gabardine or cheviot, not quite as bulky as last year's, the jacket a little shorter and trimmer, the lapels wider; Franklin Simon

• Here you have the Alpine idea of the smart skiing thing—a sleeveless green suede jacket, green-and-beige checked knit trousers, and a green yoked sweater. The headgear is a cross between a beret and a tam. From Fortnum and Mason

• The husky American lumberjack is responsible for this—the windbreaker ski suit. The bulky, very broad-shouldered look is grand. It's of corduroy. The trousers have a deep waistband. The hand-knit skull-beret is in navy-blue and white; Best

• The Russian Cossack line gets into the ski jump in this blouse-suit. It is especially good when the top and trousers contrast, as does this Bradley knit suit in dull orange and dark green. A slide fastener achieves a turtle neck; Altman



# POINTS ABOUT the NORTH

THE dates for the Olympic Games at Placid are February 4 to 13, and there will be great goings-on then. There is a magnificent new bob run up there.

- Don't, if you go to Montreal this winter and are asked to the Winter Club in the evening, wear little woolly sportings. Onlookers wear evening dress and watch the skating from the glassed-in balcony. Young girls skating wear skating suits with wide velveteen skirts reminiscent of Charlotte and the old Hippodrome days.
- This is the silhouette of this year—wide shoulders, cinched-in waist, full trousers, neat head, bulky boots.
- Ski suits in navy-blue, black, dark green, dark brown, plum, and garnet-red. Bright spots of colour in sweaters, scarfs, socks, and gloves: turquoise-blue with black, yellow or scarlet with blue, light blue with plum-purple, much white with black, orange with dark green.
- Three successes—the classic gabardine jacket suit, the jacket a little shorter this year; the windbreaker suit, a typical bulky windbreaker pulled into a tight waistband; and the blouse-topped ski suit with a slightly Russian Cossack overblouse that is widely belted.
- Suède jackets are creating a furore. Best has a sleeveless suède jumper with a high, round, collarless neck buttoned on one shoulder and, also, a tailored hunter's jacket of tan suède lined with white lapin. Franklin Simon's suède Cossack jacket buttons up the front.
- You must take your sweaters seriously. Saks-Fifth Avenue have hip-length, double-breasted sweaters and hand-knit turtle-neck models in irresistible colours.
- Corduroy is not only chic, but inexpensive. A good buy at Altman's is a fleece-lined green corduroy coat, perfect for motoring or the side-lines. Another, at Altman's, is a dark blue corduroy ski suit, lined in bright red.
- A trapper's jacket invades the ski suit world at Peck and Peck. It's of navy-blue chinchilla lined in bright yellow kasha—and you look a little like a bandmaster.
- Solid colour flannel shirts with blazing foulard neckties. Men's plaid tailored shirts at Best's. Also at Best's, grandpa's red flannel shirt with a double back and front.
- Bulky gloves—wool-lined string gloves or mittens at Abercrombie and Fitch. Coarse-ribbed, knit long gauntlet gloves with knit sash to match are to be found at Best's.



- Brown suède cadet jacket for skating or skiing; Best
- Windbreaker ski suit of dark green corduroy; ribbing at waist; Peck and Peck
- Skating suit: striped knit blouse, black skirt, red suède jacket; Lord and Taylor
- Brown suède skating suit with a jacket and skirt that button up the side; Best
- Baby bonnet, scarf, gloves, and socks of vividly striped wool; The Sports Woman, Inc.
- Moccasin type of ski boots; from Abercrombie and Fitch





- A Palm Beach uniform: navy flannel trousers, jacket, white crêpe blouse; Altman
- White jersey bathing-suit; navy skirt that may be a cape; Saks-Fifth Avenue
- A square-backed suit of white rib knit; Bruck-Weiss

- A bathing-suit of white tweed; Saks-Fifth Avenue
- Gloves: cotton mesh; Franklin Simon. Pigskin and cotton mesh for golf; Bonwit Teller
- Two brown-and-white spectator sports shoes; one golf shoe with Darex sole; Delman

## POINTS ABOUT the SOUTH

PALM BEACH is getting simple, in case you haven't been there in years. Don't lay in any formal afternoon dresses, because no one ever changes in the afternoon. What you need by day are the best sports clothes you can find, and plenty of them: sweaters and skirts, shirt-waist dresses, bathing-suits, pyjamas that are worn even for shopping in the town, shorts if you want a leg burn, and rough trousers for all-day fishing jaunts.

- The buffet lunches at the Seminole Club after golf are very smart, and you need good golf clothes there.
- Be on the lookout for little crocheted Saint-Tropez's berets and wear them pulled forward over your right eye. There are two at Best's: one in navy-blue with white in the centre and a curl of navy-blue wool; the other in blue-and-white with a small red pompon.
- If you are buying cotton dresses, a tip to you. Red-and-white stripes, like old-fashioned peppermint candy, are smart. So are blue and white seersucker stripes.
- The average smart woman who lives in Palm Beach has about three bathing-suits in her seaside wardrobe.
- The white crêpe dress is supremely smart, worn with brilliant jackets, scarfs, or coats. White with piercing blue, vivid orange, scarlet, rust-brown, or rust-red.
- Coats—flat white, very dark, or brilliant. Full-length and three-quarters length. Tweed, velveteen, and corduroy prevalent in broad-shouldered, slim-hip silhouettes.
- It's chic to wear masculine top-coats in navy-blue or white slung around your shoulders, as Italians wear their rain-coats. You can get them at Saks-Fifth Avenue.
- Smart trick of turning a Brooks' cardigan backwards, so it buttons down the back. Hip-length, short-sleeved sweaters everywhere. Coarse ribbed effects with polo-shirt collars like Wimbledon sweater, from Best.
- Scarfs ubiquitous. Enormous dotted squares at Saks-Fifth Avenue, in blue or red. You knot them sore-throat fashion or tie them turbanwise around your head. Bergdorf Goodman's sheer yard-square handkerchiefs in pink or white are chic about your evening dress.
- Cotton triumphs in diverse ways. Best has a widely ribbed cotton piqué informal evening dress that is really momentous. It is worn with a white corduroy wrap.





• A white corduroy coat is one of those things you can't get along without any place down South. This simple model is collarless. It is worn with a white turban and red-and-white silk scarf; Altman

• You can bank on a white, rough-surfaced silk suit to net you a lot of chic in Palm Beach. This suit is a short-sleeved dress with a jacket to match. The silk scarf is in blue and orange. From Hollander

• That old standby of pin-afore days—seersucker—has gone South and walked off with huge success. Here it is in a blue-and-white striped dress, and the crinkled rib has a new look. It's from Best

• Plaid linen will cut a wide swath in Palm Beach. Green-and-orange on a white background is the colour scheme of this dress, a dress—permit us to remind you—that is as tailored as a shirt-waist; Best

• Candy stripes exactly like those on ye olde peppermint sticks are the latest things to be resurrected. On this two-piece model of red-and-white woven linen, the stripes run horizontally and vertically; from Best





STEICHEN

### **Peggy Wood in "Star Dust"**

- Peggy Wood, absent since her London triumph in "Bitter Sweet," returns to us in a new musical show, "Star Dust"
- Ruth Gordon, as the Cinderella heroine of "A Church Mouse," nightly treads the primrose path from rags to riches
- Mrs. Pat Campbell, her dramatic powers undiminished, makes of the rôle of an aged countess in "The Sex Fable" what one critic describes as "something almost too real"



# SEEN ON THE STAGE

by David Carb

A FEW years ago, a play called "Broadway" blazed on the town, and its producer, named Jed Harris, was hailed as the Napoleon of the Great White Way, the Greatest Impresario of Our Time. When "Coquette," "The Royal Family," and "The Front Page" followed, the street, having exhausted the supply of superlatives, shrieked. Then, after a period, Harris produced, "Uncle Vanya," "Mr. Gilhooley," and "The Inspector General"—one mild success and two flat failures. His sometime adulators shrugged at the mention of his name and murmured "freak." A few had regarded him without hysteria; they appraised his achievements and concluded that he is primarily a "tempo man." It was the pace, the electricity he put into a play that a more literal, mechanical person directed, which accounted for his success, they said. He himself could not direct, and they pointed to the later plays which had not succeeded and for which he alone was responsible. Now, yesterday's Wonder Boy of Broadway has produced, cast, and directed a wild travesty of the cinema called "Wonder Boy," which rushes madly about and above the stage, from scene to scene at a breathless pace—a veritable tour de force in tempo. It verifies the appraisers' conclusions.

It has practically no story to tell. Peter Hinkle is on his way to a dental school. He is drafted for a picture, and Mashkin, President of Paragon Pictures, con-



FOKA

RUTH GORDON IN "A CHURCH MOUSE"

ceives the idea of making him a star. We are privileged to see how such miracles are worked. He "flops"; Mashkin and his cohorts "get out from under." That is about all. But it is so rich in detail, in humour, in delightful caricature that no more is needed.

Unfortunately, the first act goes at such speed that the second, by comparison, seems slow and repetitious. And the third, while better than the second, does not measure up to the first. Yet, even if it were possible to sustain the speed of the first act, it would not be desirable—an audience would be completely exhausted long before the end of the evening. As they are now, the doings at the Alvin Theatre, while often hilarious, are anticlimactic—a nearly always fatal thing for a play. Edward Chodorov and Arthur Barton, the playwrights, not Harris, are to blame. For Harris in "Wonder Boy" has regained his position of ruler in the realm of tempo.

From a cast that numbers about forty, four stand out. Gregory Ratoff, the Mashkin, could not be improved upon. His every move and every mannerism are those of the President of Paragon Pictures. Barbara Bulgakova does not compromise with the adventuress. And Henry O'Neill, the only Christian in an organization of Hebrews, provides exhilarating contrast. The meagre "love-interest" falls to Jeanne Greene—a charming, simple, direct young actress well schooled in the technique of her art. William Challee as the Wonder Boy is convincing. And Hazel Dawn—wearing a pink velvet gown and hat, very likely to remind the world that she was the original "Pink Lady"—is pleasant. But no serious fault can be found with any of the actors—one and all, they play with that fervour without which farce loses most of its mirth.

"LEAN HARVEST": The title of the drama that Macgowan and Reed have brought over from London and made their first production of the season (Continued on page 100)

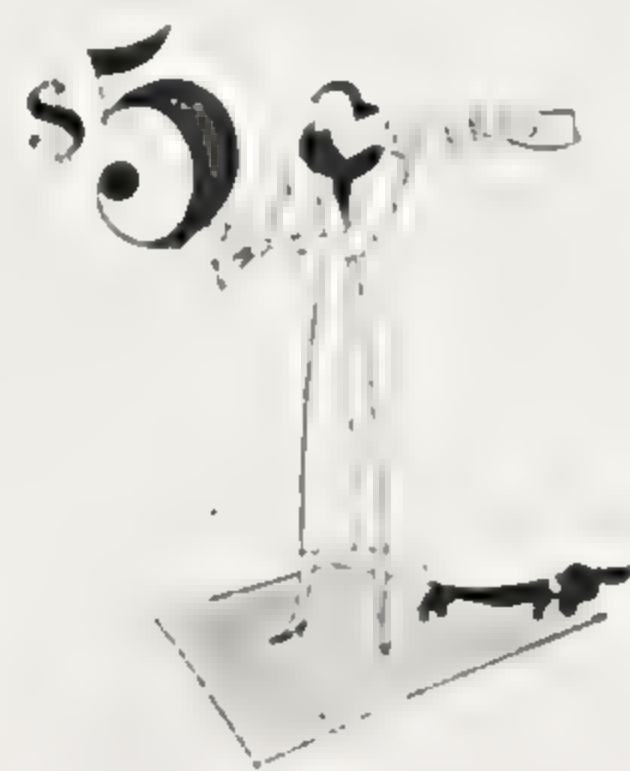


VANDAMM

MRS. PATRICK CAMPBELL IN "THE SEX FABLE"



## FIVE DOLLARS or LESS



1. The newest bracelets to brandish, of gilt and silver wire—about fifteen for this price; from Stern's  
 2. Patou's clever clip-top lipstick holder; from Bergdorf Goodman  
 3. Wood and silver clips that outdoor girls love; Mrs. Franklin, Inc.  
 4. A normal-size comb pops out of this alligator case; Elizabeth Arden  
 5. A modern silver bracelet; Best  
 6. Gorgeous amber beads; Hollander  
 7. Silver case to put whole cigarette packages in; Bergdorf Goodman  
 8. Tricky gadget cleverly equipped with carpenter tools; McCutcheon  
 9. Blue wool sports belt; from Best  
 Lower left corner: Boxes of day stockings and gloves; Jay-Thorpe

1. (Below) White-and-gold envelope case with jade ornament; Cartier  
 2. Small beaded bag for change and what-not; from Bergdorf Goodman  
 3. Brocade vanity with things to fix your face, and purse; from Cartier  
 4. Another chic vanity-purse, of green-and-gold lamé; Bonwit Teller  
 5. Black velvet bag of afternoon vintage, marcasite clasp; Altman  
 6. Brocade bag; from Bonwit Teller  
 7. White bead bag; Franklin Simon  
 8. The kind of all-over pearl bag débutantes adore; Bonwit Teller  
 9. Brocade change bag; Jay-Thorpe



1. (Above) Black satin mules, pink velvet bows; Jay-Thorpe  
 2. For any girl—two striped perfume bottles; from Hollander  
 3. An item for smokers—modern cigarette table lighter; Hollander  
 4. Opalescent glass vase of decorative formation. From Hollander  
 5. Imported china jars that no one has too many of; Hollander







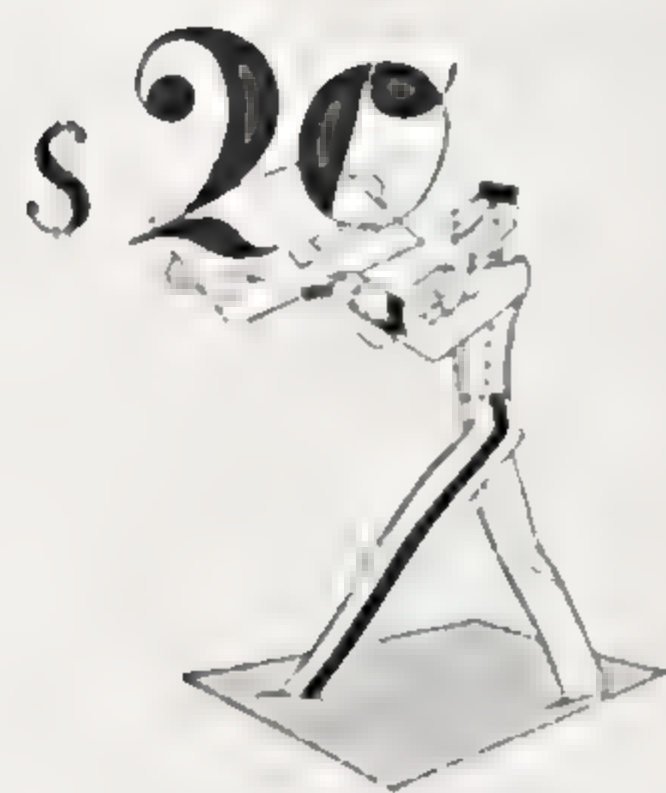
1. A bag that won't be seen all over the place—of black suède with a chic gilt mounting; Jay-Thorpe
2. A handsome gesture—a velvet bag with marcasite mounting; in many colours; Saks-Fifth Avenue
3. A black velvet bag with marcasite mounting; from Jay-Thorpe
4. For hard-to-please souls—this satin bag; in many colours; rhinestone clasp; from Saks-Fifth Avenue
5. If you know whether the young lady in question likes Persian tile—here is a stitched cloth bag in that colour; from Franklin Simon
6. Alligator bag for one who knows good leather; from Bonwit Teller

1. Mirror outfit containing a face and a close-up mirror—nice for globe-trotters; Saks-Fifth Avenue
2. The kind of a plain face every one loves on a clock—it's of untarnishable chrome; from Altman
3. Carafe and glasses—modern, but not arty; Park Avenue Galleries
4. More modern lines in a carafe and glasses; Park Avenue Galleries
5. Of pearls and rhinestones—yes, combs again; from Jay-Thorpe
6. Bead bracelet; in many colours; rhinestone fastener; Jay-Thorpe
7. Wool and leather belt; Hermès



TEN DOLLARS or LESS





1. A new idea in smoking paraphernalia—a red enamel box with a rack for cigarettes. It is from Hollander's
2. A very modern glass plate with a silver monogram that's almost an objet d'art—made in Paris; Bergdorf Goodman
3. Orchidaceous ladies will like this—Patou's brocade case with a bottle of "Moment Suprême," a clip-top lipstick, and a mirror; Jay-Thorpe
4. You'll hate to give away this nice squishy, hand-knitted scarf that is built on cravat lines; from Hermès
5. Black velvet bag with an ornamental pearl bow; from Bergdorf Goodman
6. Slightly exotic, but nice—Persian lamé bag with a synthetic jade clasp; from Saks-Fifth Avenue
7. Black velvet bag; smart structure and marcasite mounting; Jay-Thorpe
8. Lamé bag in delicious colours with a marcasite clasp; from Bruck-Weiss. At the left of number 8 is something to please any lady—a black-and-yellow flannel bag with a belt to match; Hermès

## TWENTY DOLLARS or LESS

1. (Extreme right) The world-conquering dancing sandal we all want desperately. This is of silver kid and satin with wide open spaces to let your tinted nails show through; Delman

2. An extremely decorative red leather and pewter cigarette-case. It stands on end in a new way; from Hermès

3. In any gathering of Christmas donations, this hand-made silver cigarette-case would stand out as a perfect gift; from Rena Rosenthal

4. A not-so-often-thought-of gift for a lady who has everything in the world is this precious bedside bell of rose-quartz and lapis. It's from Hollander



ANTON BRUEHL





ANTON BRUEHL

## A COSMETIC CHRISTMAS

1. Elizabeth Arden's "Ideal" sunburn oil is in a gay case to sling over your arm  
 2. An affair de luxe is this new "Ardena" talcum with down puff in its own drawer  
 3. "Festival" is Houbigant's newest perfume—a light and lovely fragrance  
 4. Worth's "Honeysuckle" is the essence of its namesake, and his "Je Reviens" (5) is a persuasive scent; Franklin Simon

6. Prince Matchabelli's newest case holds loose powder and a down puff; from Best  
 7. Bottles in black and crystal cry for a modern dressing-table; Arden Galleries  
 8. Peggy Hoyt's "Magnolia" perfume is a charming fragrance in a charming bottle  
 9. Dorothy Gray's new manicure group in three parts is in little bottles that are reproductions of old Chinese scent bottles

10. An electric light to turn on at the end of your razor—the better to see you with, my dear. It is from Alice Marks  
 11. Elizabeth Arden's ravishing disk-like silver powder-case with a monogrammed top  
 12. Lenthéric's perfumes inhabit these smart round bottles; Lenthéric salon  
 13. Kathleen Mary Quinlan's finest powder is in this new flower-etched jar



# DEAR SANTA CLAUS

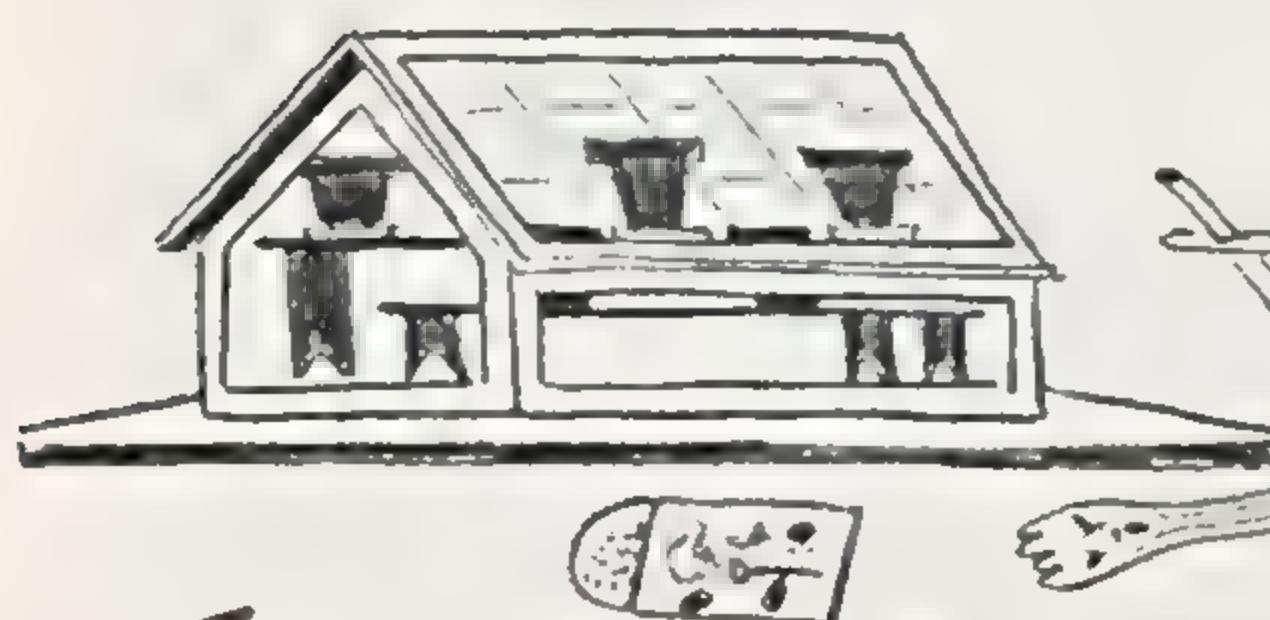
Please dear Santa will you  
bring me a nice big chest  
for toys - a pretty

Painted  
one that holds  
everything. Nana  
says and hurry  
up about it

(CHILDHOOD)



then can I have a toy glass  
green house with real pots of  
dirt and real seeds to plant

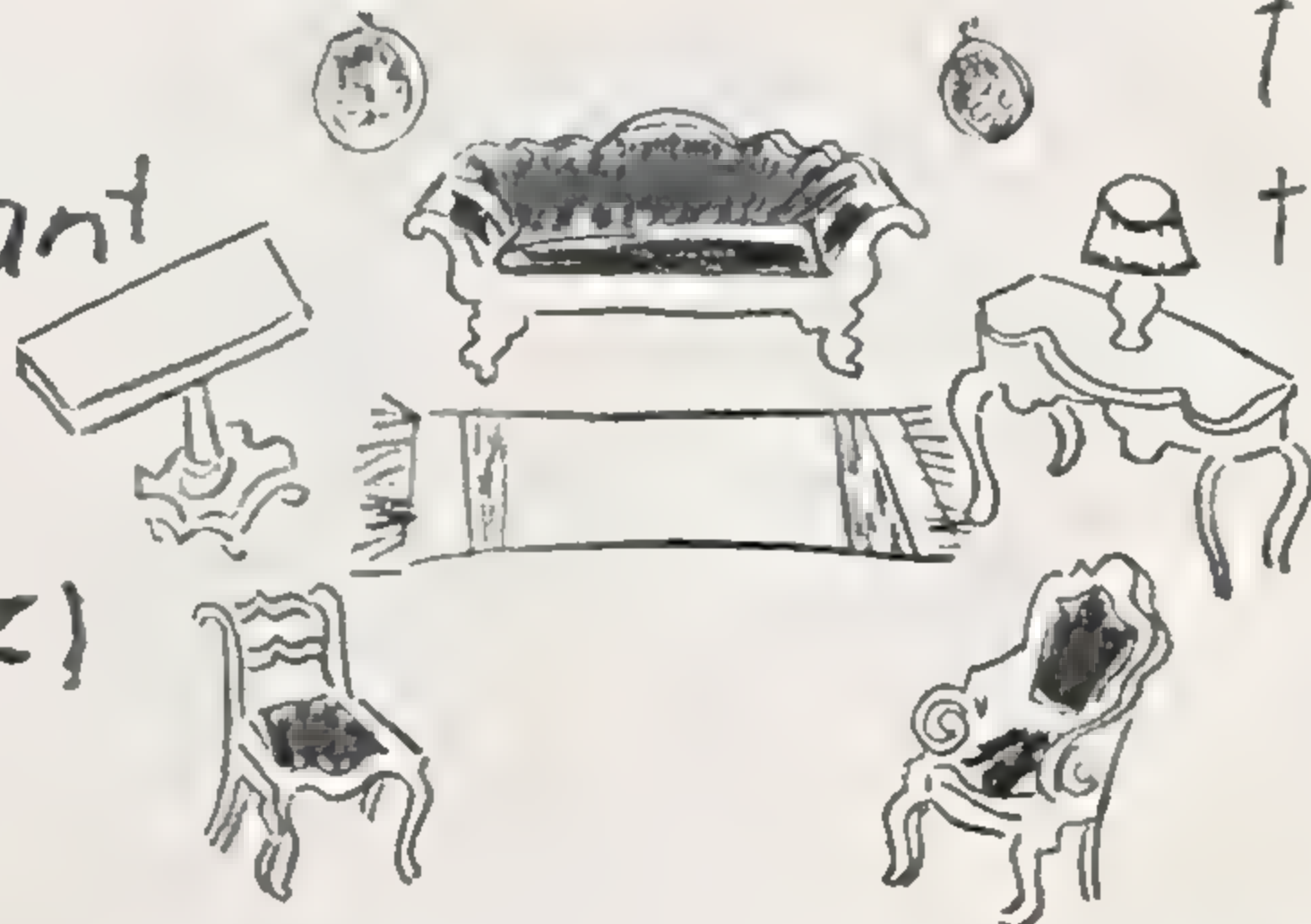


(F.A.O.  
SCHWARZ)



And then I want some doll  
furniture  
that Victoria  
Kind mother  
has on the  
brain

(LORD AND TAYLOR)



Then Most of all I want a polo hobby  
horse. The kind you play real polo on

The pony kicks, There's a mallet and ball  
and everything. I want this very badly

(F.A.O. SCHWARZ)

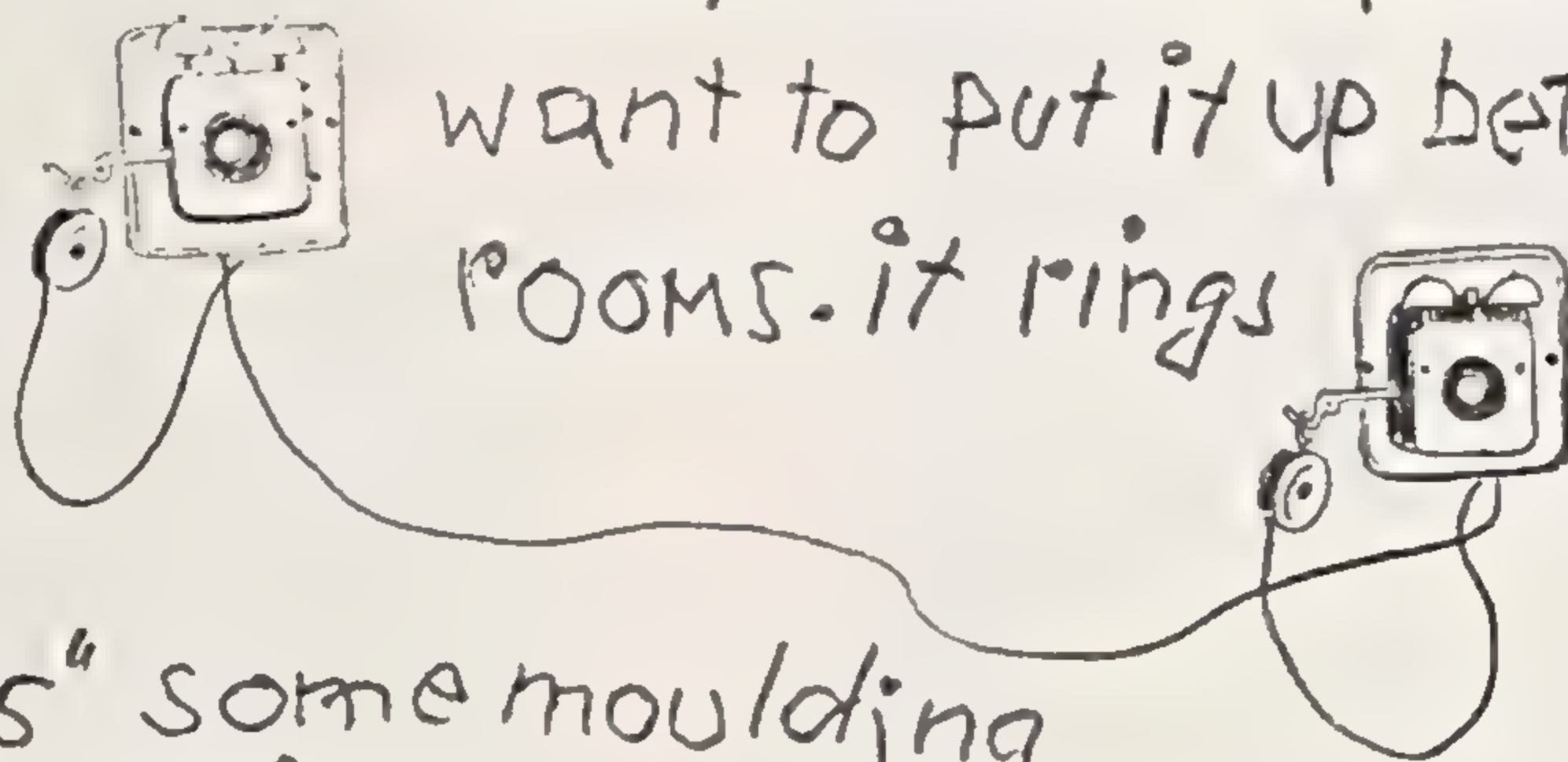


And a sleeping  
pussy (Saks-Fifth  
Avenue)



And a telephone set that  
really works - Michael and I  
want to put it up between our  
rooms. it rings

(ALTMAN)



And "Animals" some moulding  
clay to make into funny animals (WANAMAKERS)

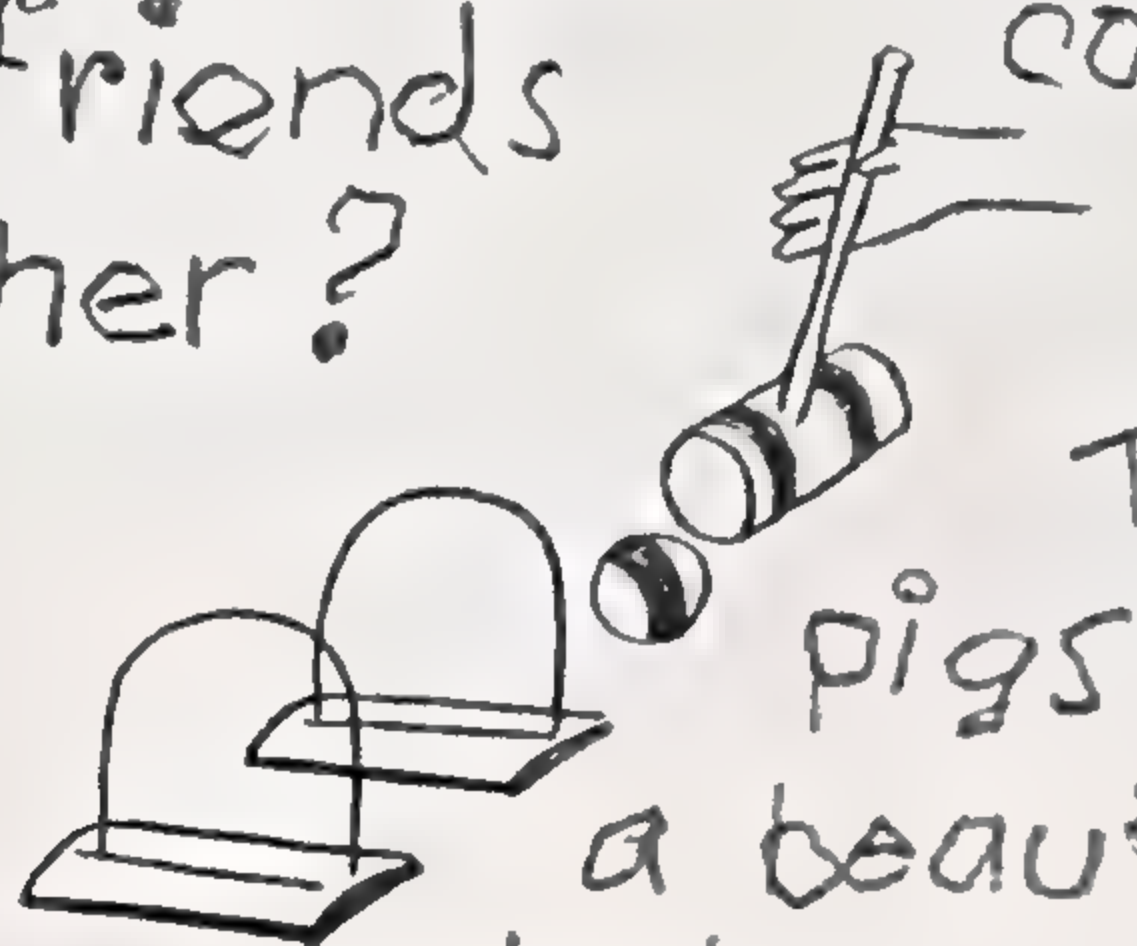


Then for our  
monstrous  
(PLAYLAND)

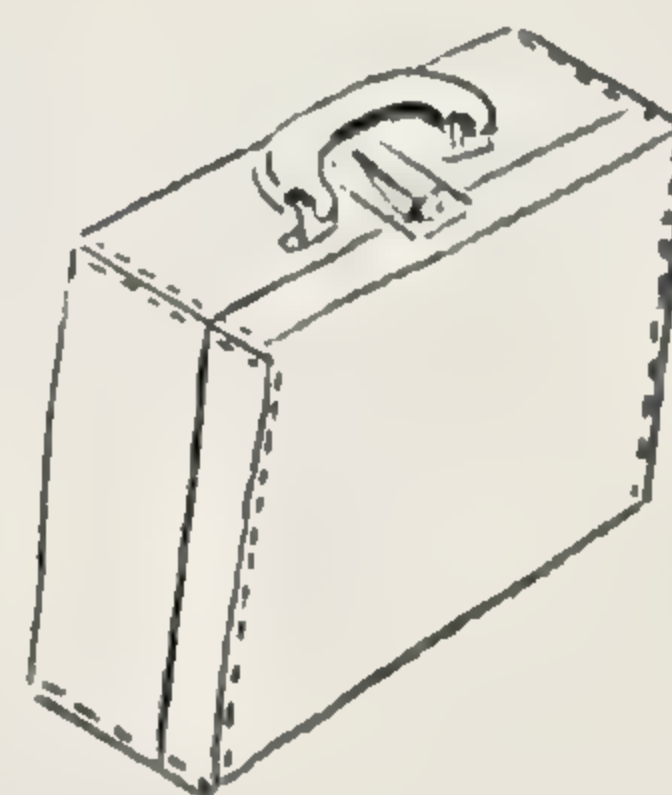


peny circus we need a  
big elephant what walks  
And a wire-haired terrier  
with black ears and tail and  
a harness  
(BEST)

Father wore out our table  
croquet playing it with his  
friends  
another?  
could I have  
(STERN)



Then I'd like a  
pigskin suitcase and  
a beautiful doll with beautiful  
clothes (SAKS-FIFTH AVENUE)

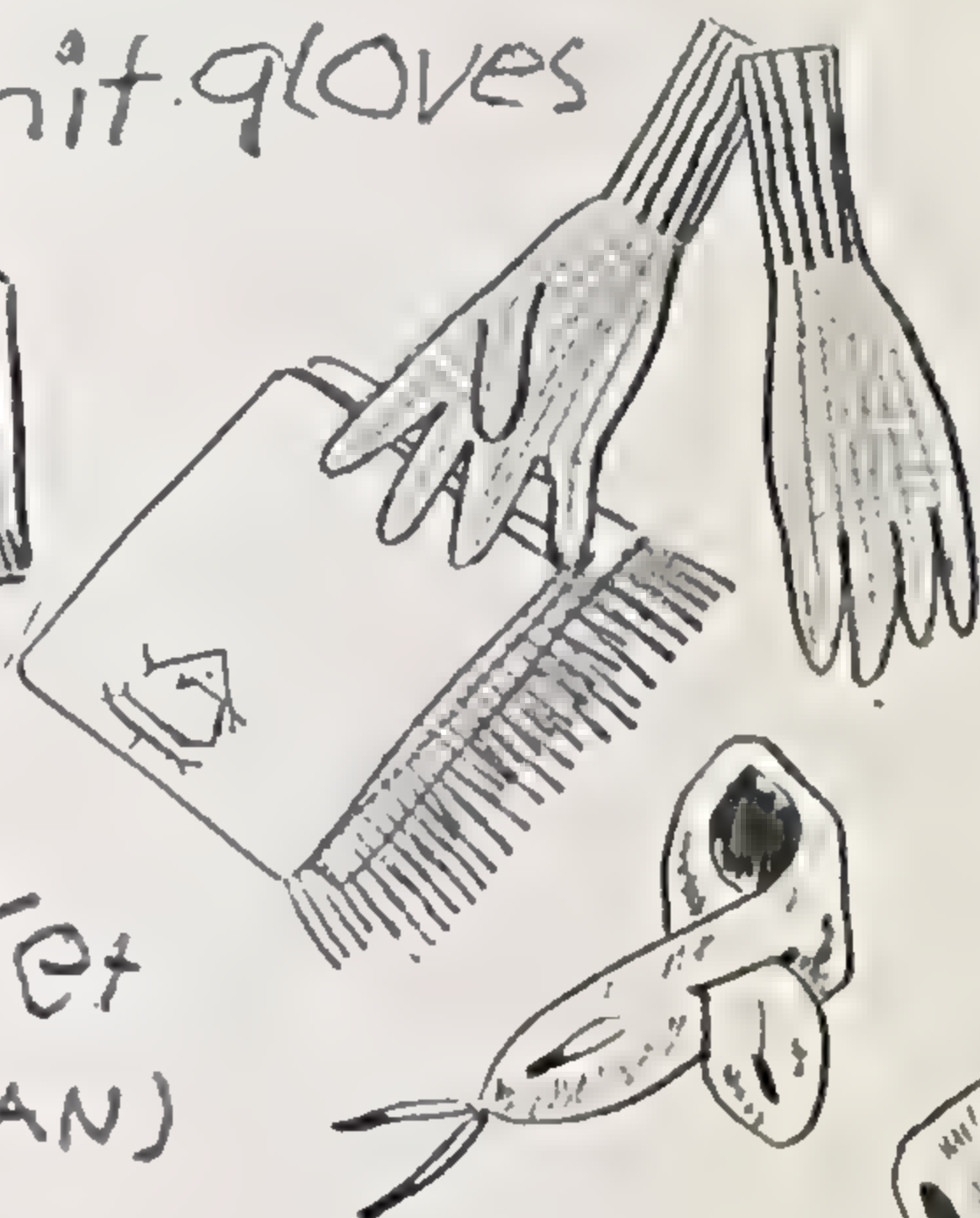


Mummy says I must be practical

so you could put hand-knit gloves  
in my stocking.

(FORTNUM AND MASON)

And in baby  
sister's a sweater suit  
and carriage blanket  
(BROGAN)



And an umbrella  
with a duck  
head (FRANKLIN  
SIMON)

And bunny bed  
room  
slippers  
(BEST)



Santa I nearly forgot a  
white ermine scarf  
and muff with little  
black tails (BEST)

And a desk and chair

for my room (CHILDHOOD) and a hoop with bells  
to roll in the park (STERN)



This is ME



# THE EPICURE

**Looks at Christmas**



MARTINUS ANDERSEN



• Up above is a triumph of a Merry Christmas cake, with a beautiful snow scene encircling it. This masterpiece is from Dean's. In the centre are three individual plum puddings from Louis Sherry, each topped with a rosebud of hard sauce. In the foreground is a round box of madeleines, those little French cakes that delight the hearts of those who knew them in Paris; from Vendôme

• At the left, we have a grand hamper (top), which is even more than meets the eye, for it consists of a kitchen canister set (and the big box makes the bread box), especially designed by Tony Sarg. The tins are filled with cookies, coffee, and tea, with a plum pudding, fruit-cake, and chocolates tucked in for luck. Two of the canisters stand at the side to give you an idea of how they would look ranged on your kitchen shelves. This is from Schrafft's.

In the centre appears Fortnum and Mason's hors-d'œuvres basket, full of ingredients for every variety of canapé and appetizer, an assortment that would bring gleams to the eye of the hostess who might receive it, all put up in the distinctive Fortnum and Mason manner. Next to it are two tea-canisters, filled for gift purposes with mammoth salted nuts from Anne's Shop.

The cocktail tray from Alice Marks is complete with shaker, glasses, biscuits, and apéritifs all done up in Merry Christmas fashion. Imagine the joy that this would bring to the heart of some one stranded in a hotel for the holidays



• At the right are shown a sextette of prize-winning Christmas candy numbers. Reading from left to right we see, first row, Marlee's book box of delicious caramels, from Alice Marks, and a box depicting the "Premier Chemin de Fer" filled with home-made candies from Anne's Shop. Second row, Whitman's "Salmagundi" assortment in Christmas guise and the Whitman "Loveliness" package in its charming box. Third row, the Norris "Della Robbia" mints in fruit and flowers, and Johnston's Christmas "Tableau" assortment, which is covered with cellophane so all the world can see its goodness

• In the photograph at the right, below, the noble Virginia ham, finished with its huge white cuff, makes a gift to set before a queen. This and the two round pots of Cheddar cheese with port come from Maison Glass. The caviar can be sent from Vendôme, put up in the very container in which you see it here. The square honey box with the bee will be delivered by Fortnum and Mason. The two handsome bottles contain delicious non-alcoholic wine from Switzerland, royally yclept "Grand Duc" and "L'Aiglon"; from Prost and Colahan

• The rag dolls shown below are all tied up with lollipops and candies. The snowballs at their feet are really a new variety of Christmas snappers with mottoes and hats inside. They also come tied on cakes of chocolate; from Schrafft's



MARTINUS ANDERSEN



## LUGGAGE

for the travel-wise



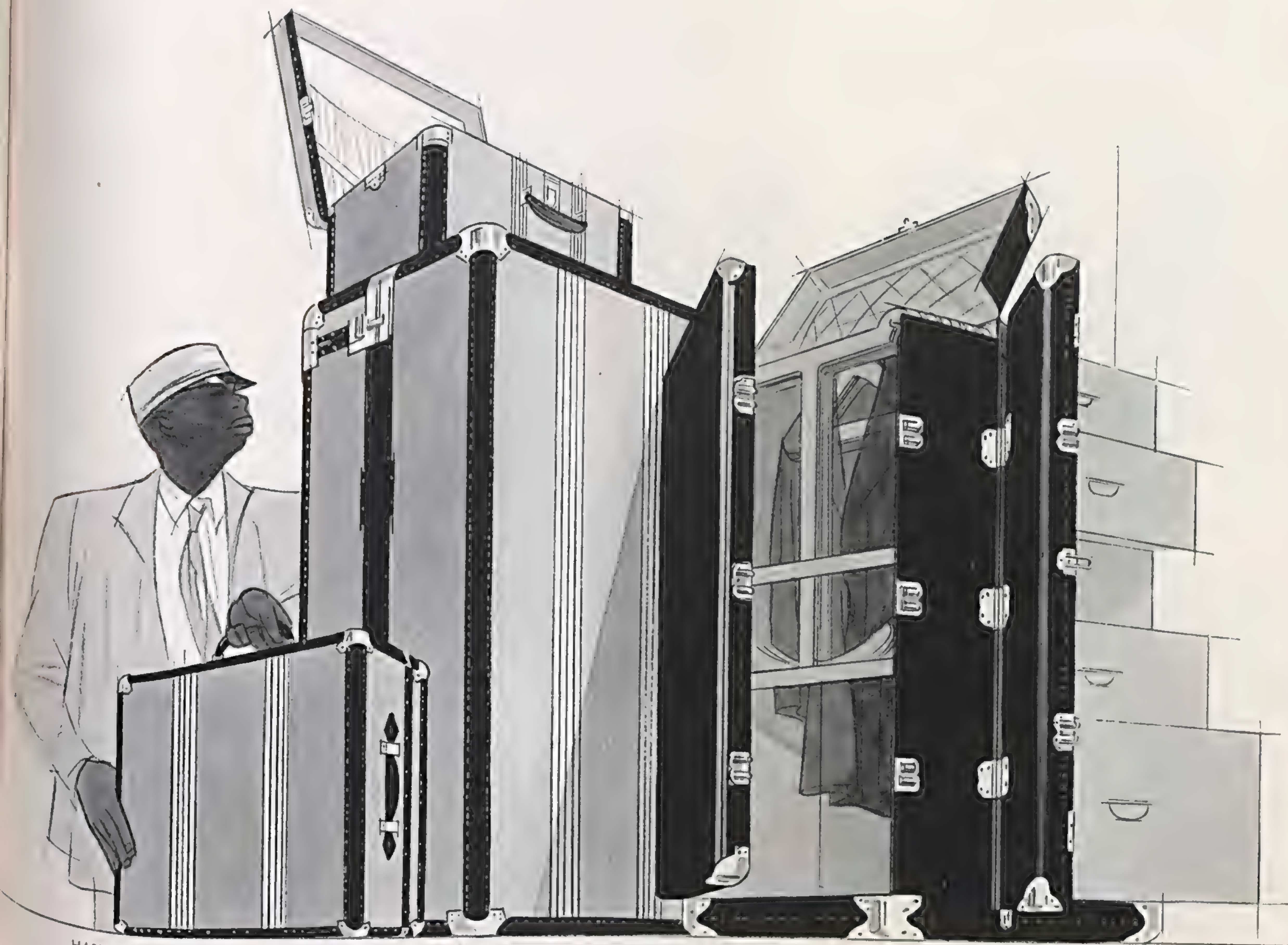
OSHKOSH LUGGAGE—ABERCROMBIE AND FITCH

- The smart Oshkosh luggage shown above is covered in beige cord duck with red stripes. The wise traveller carries her hats in solitary confinement, and at the left is an open hat-box
- The big, closed wardrobe trunk has an abundance of drawers and hangers, an ironing-board, shoe holder, and what have you. One can all but live in it. The trunk key will lock all the drawers at once. On top of it is a good-looking duffel-bag, which has a Talon fastener
- Men like a wardrobe trunk in the taxi size, like the one open at the right above; from Abercrombie and Fitch
- The young lady patiently waiting for the customs inspector is wearing a most adaptable four-piece suit of beige diagonal tweed flecked in brown and white. The top-coat is furless, but the dark raccoon collar of the belted jacket is worn outside. The tailored blouse is of white jersey; from Knox
- The blue écrasé leather dressing-case at the left is six-sided. It has a blue suède cover to protect it from scratches, and its glass fittings have tops of gold and blue enamel; from Nat Lewis
- The man's pigskin kit bag has a Talon fastener. It is from Crouch and Fitzgerald

NAT LEWIS

CROUCH AND FITZGERALD





HARTMANN LUGGAGE—SAKS-FIFTH AVENUE • WINSHIP WARDROBE—DALE LUGGAGE

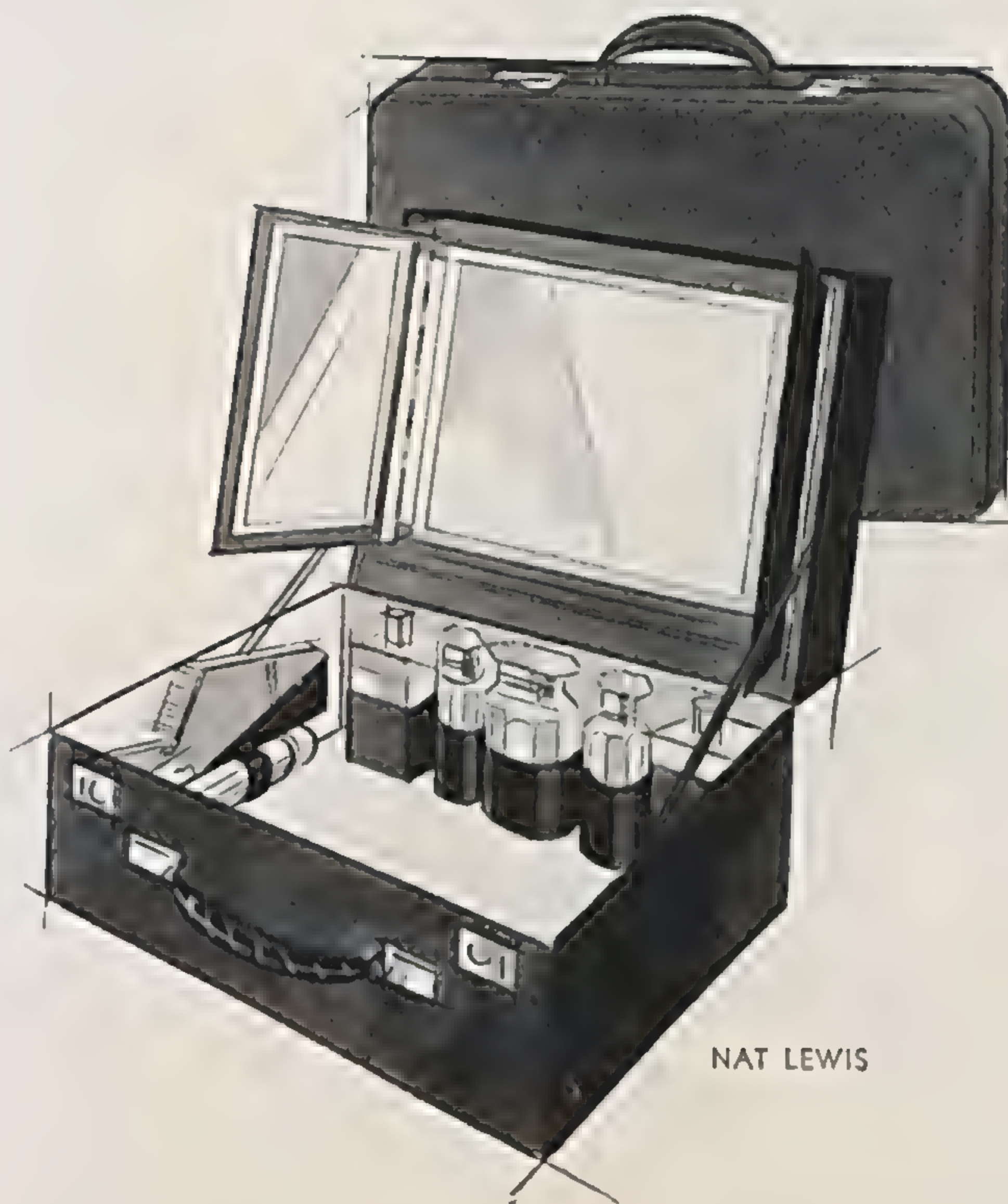
• The three pieces of luggage covered with woven striped canvas at the left belong to Hartmann's family group. They are a good-looking and adequate travel ensemble for almost any one. The porter is holding a suitcase for general utility purposes. It has a removable tray and a very handy pocket in the top lid

• The large wardrobe trunk has a Yale lock system with only one key needed for both the trunk and the drawers. It's a commodious trunk and very conveniently arranged

• On top of it is a hat and shoe box that is a boon for those difficult packables. All are from Saks-Fifth Avenue

• The Winship wardrobe at the right above is called "The Trunk with Doors." It opens as it stands, so there's no need for back-breaking pushing about the floor. Open the front door, and you find hangers, a dust protector, and an ironing-board. The side door reveals a diversity of drawers. Sesame locks do away with the necessity of keys; from Dale Luggage

• The dressing-case at the right is very smart and modern with its colour scheme of chromium and black. It's of écrasé leather with a suède cover. The fittings are topped with chromium. The top with its three-sided mirror is removable; Nat Lewis



NAT LEWIS



• Lamé and soft dark green marocain crêpe unite to make the lovely and versatile costume that is shown at the right. With the long-sleeved, tie-around jacket, it is at home in anybody's home for tea or bridge; without it, the lamé-topped dress with short sleeves is chic for informal evenings

• At the extreme right, the coat-dress appears in a new rôle—a softly feminine one. This black crêpe has bright crêpe applications accenting the width of the sleeves at the elbow and the moulding of the bodice. The closing of the wrap-around skirt is softened with drapery. The bodice is surplice



ATKINS • MARY WALLS



HAAS SOEURS • ALTMAN



BENDEL

• The afternoon dress at the extreme left, of dull black crêpe, is brightened by an insertion of Alençon lace dyed bright red, at the elbow of a leg-of-mutton sleeve. The cowl neck-line ties in a soft bow at the shoulder, and the fitted lines of the bodice are snugly belted at the waist-line

• Callot's long velvet dress, which is sketched at the left, is in that new and very smart dark prune-brown that is so ravishing with red, or very blond, or grey hair. Its back fullness is caught with a bright rhinestone buckle, and its instep length makes it a perfect costume to wear for entertaining at home

• For very gala afternoons or for informal evenings, this gown of red crêpe roma is exactly right. A jeweled clip accents the V of the décolletage, and the high waist-line is shaped by a beautifully cut yoke. The dull surface of the smart semi-sheer fabric makes it extremely becoming



## FROM NOON TILL NIGHT

• We Americans have a warm spot in our hearts for the afternoon dress. Below at the left is a classic example in that smart shade, bright sapphire-blue. It's of crêpe de Chine and has the new feeling of a higher waist-line achieved by cut and shirring. The waist drapery ties snugly in back

• Softly patterned lamé would brighten any winter afternoon. And the blouse dress below, at the right, is especially becoming. The black crêpe of the skirt is repeated in the long sleeves of the lamé blouse, which has a surplice closing and is double-breasted, fastening at the waist-line



BRUCK-WEISS • ATKINS



KNOX



KNOX • MARY WALLS

• Deep armholes have an amazing way of attenuating the silhouette if the sleeves are in contrast to the rest of the dress. The set-off above is between black and white crêpe, and the lines of demarcation are shown by faggoting. The neck-line and the waist-line are both softly draped and high

• Many women declare they will never be without a black satin dress in the winter, and wise they are, for nothing is more appropriate for semiformal afternoon affairs. The wide armholes and faggoted cowl neck of the dress shown at the left, above, give softness and becoming breadth to the bodice

• At the right, above, black velvet and ermine are combined in an unusual manner, by René. The lines are almost those of a tailored dress, with a softly draped collar of velvet and ermine and ermine gauntlet cuffs besides. The snugly draped girdle is a detail that does well by your hip-line



1. Just at the right is a new J. Suzanne Talbot felt hat—a good model for the street and for motoring or steamer, as well, because it sits well down on the head and doesn't demand elaborate home-work with the hair-dresser. It has a tailored felt bow. It is worn with a four-skin baum marten fur scarf; both from Saks-Fifth Avenue

2. Here is a sports type of hat which is very becoming to women who are no longer young. It is made of felt in that new prune-brown shade, with a brown-and-green ribbon around the crown and a green feather in back. It is worn with a three-piece suit of deep wine-red bouclé; both from Knox

3. This black felt hat is a low-slung model with a rolled side and a knot of cock feathers—a stunning hat to wear with a tailleur or a black wool or crêpe de Chine day dress; from Saks-Fifth Avenue



4. This is a new version of what is known in the vernacular of Fifth Avenue as the Gigolo hat. It is a Reboux model of black felt, and it has the new mounting height in back. The flat, beige summer ermine scarf, worn thrown about the neck with the two ends hanging down in front, is extremely becoming; both from Saks-Fifth Avenue

5. Last, but not least, is one of those utterly simple and very elegant little hats that one sometimes has to run miles to find. It is of black felt, with a moderately square crown and a flat grosgrain ribbon bow. The Vionnet Persian lamb wrap-around cape and the black suède pocketbook with gold mountings are excellent accessories this season; all from Jay-Thorpe



# HATS FOR LIMITED INCOMES

**For those over forty**

**hats under twenty**

1. The hard brim of the sailor is often the most becoming line of all. First, because it has a stiff, neat chic in itself, and next, because it holds its shape and ensures smartness. This Reboux sailor is of deep purple felt with moire ribbon. The Vionnet muff of sealskin is new; both from Franklin Simon

2. This brown felt hat is worth inspecting rather closely, because it achieves the smart forward-and-back movement in a quiet, dignified way and subtly has great style. It is excellent to wear with tailleurs or sports clothes, particularly with this Chanel jersey jumper; both from Madame et La Jeune Fille

3. Immediately at the right is shown an excellent model to wear to luncheons, concerts, and what-not, with a festive dress. It is a bit dressy, in the nice sense of the word, and it has great chic, being of deep purple velvet with three tightly curled ostrich feathers forming a trimming at the back. Note the new height at the back, a very smart note only recently launched in Paris; from Franklin Simon

4. At the far right is shown a black velvet hat, than which nothing is more becoming when one has white hair. It has a soft, loose velvet bow on one side, and you pull it down over one eye. It is perfectly complemented by the black crêpe dress, which has wide white satin revers; both from Bruck-Weiss







5857  
5858



5856

5862

5860

5860

## CHIC UP YOUR SLEEVE

JACKET 5857 SKIRT 5858—Gauntlet cuffs below three-quarters sleeves distinguish the suit at the left, of crêpe "Sarak" from Schwarzenbach Huber. Designed for jacket sizes 14 to 42 and skirt sizes 26 to 38

COAT No. 5856—The sleeves of this wool crêpe coat have a flare for fashion. And wrapping the chest snug and high gives the wide-at-the-shoulders look; in full or seven-eighths length. Designed for sizes 32 to 42

FROCK No. 5862—Sheer woollen has just that bit of warmth you crave these days, with a minimum of bulk. Dart tucks and a pointed yoke also distinguish this model. Designed for sizes 12 to 20; 30 to 38

FROCK AND CARACO No. 5860—A caraco with puff sleeves and a simple dress are smart for informal and formal afternoons or, in a light tone, for your Southbound trunk. Designed for sizes 12 to 20; 30 to 38





DESIGNS FOR  
PRACTICAL  
DRESSMAKING

BACK VIEWS ON PAGE 82

FROCK No. 5855—Canton crêpe or one of the new ribbed silks would suit the princesse model above. The crossed yoke ends in a girdle, and the long, tucked sleeves are optional. Designed for sizes 32 to 40

FROCK No. 5853—Chic for bridge, tea-time, or informal dinner is this crêpe de Chine dress with a tied girdle and short kimono sleeves. It is an "Easy-to-Make" model. Designed for sizes 12 to 20 and 30 to 38

FROCK No. 5854—Next to the right is a dress of "Moravia," a heavy sheer crêpe from Haas. It has a front panel in one with the girdle. The puffed sleeves have deep, pointed cuffs. Designed for sizes 32 to 42

FROCK No. 5861—Larger Ladies no longer need bewail their fate (or weight), for this canton crêpe dress with draped jabot lapels and a lace vestee will seem to subtract inches of girth. Designed for sizes 36 to 48

Patterns may be purchased from any shop selling Vogue patterns, or by mail, postage prepaid, from Vogue Pattern Service, Greenwich, Connecticut; 1196 The Merchandise Mart, Chicago, Illinois; or 523 Mission Street, San Francisco, California; in Canada, 70 Bond Street, Toronto, Ontario. The prices of patterns will be found on page 98



# TIPS ON THE SHOP MARKET

**By Shop-Hound**

JUST a few frantic last-minute suggestions for Christmas. A modest, but amusing eleven-hour present is one of the John Held Jr. cocktail cards, which gives directions for making all known cocktails by a very unusual and raucous method that is too long to describe here. It will entertain you. Cheapish, too. At Brentano's, for instance.

- Then, for a hostess, Shop-Hound would suggest some place plates at the Arden Galleries, lovely, mystic things made of dull, mirrored glass, with a pattern in black, subtle as subtle can be. For making a big impression when really you hadn't given the recipient even a passing thought till December twenty-fourth.

- I would suggest some Whiting and Davis mesh bags that are to be found at Saks-Fifth Avenue. These are lovely, squishy, reticently sparkling bags made of metal that looks like a pool of molten gold as it lies in your hand, but, fortunately, doesn't cost like molten gold. Also to make that big impression, try one of the infinitesimal watches made by Omega and procurable from Udall and Ballou. The one I am thinking of is made of white gold and about as big as a minute and very modernistic (such as there is of it) and strung on a black cord. For uncles to give nieces they had forgotten they had. Speaking of making impressions, and gestures, I heard a strange story the other day. One of our more incandescent movie stars, staying at the Ambassador last Christmas Eve, remembered at midnight a friend whom she had hitherto forgotten, but who now appeared to be a

- Shop-Hound practically spends her life snooping about the shops. If you need any advice or information about shopping, address Vogue's Shop-Hound, 420 Lexington Avenue, New York City (and enclose a stamp)



bosom one and not to be left out. So the movie star telephoned a fur shop, got hold of the night-watchman, made him get the manager down from his Christmas Eve dreams, presented this gentleman with a check and an order, and bright and early on Christmas morning the forgotten friend was the proud possessor of a mink coat. Let this be a lesson to you that it is never too late. Mink coats make pretty nice presents, and ladies are pretty sure to like them, and so, if you are a gentleman whose memory has slipped a bit, we can give you no better advice than to rectify the near-error by going to Russeks' and looking at their far-famed mink coats. Of course, we can't guarantee the night-watchman will be there if you do leave it to the literally last minute.

- One of the neatest tricks I ever heard of, and I hear a lot, is something that would make another good last-minute Christmas present. It consists of a dress length, about four and a half yards, of very swell Marshall Field "Echarpe" printed silk, nicely packed into a box, topped with a very smart Design for Practical Dressmaking, No. 5828, specially designed for the material. The dress, which is illustrated above, is a lovely one, not too hard to make, and its big feature is a separate scarf cut on the bias with the selvage making an edging. If you were to buy the material yourself, you would have to buy lots extra to get enough to make the bias piece with the selvage edge. As it is, you get a specially cut piece for the scarf, with the dress length. There are a variety of prints to choose from (you go to Macy's for this), and you get the pattern in your friend's

size. For somebody who has a passion for sewing, or who ought to have a passion for sewing, like your unmanageable niece, this makes a fine present.

- Children, who ought to be so easy to buy presents for, are turning out to be one of the biggest problems of all. This is because the little darlings have got so fussy lately. Time was when a child took what you gave him and liked it. The Machine Age has changed all that. Now he looks at the toy motor-cycle you have inexpertly picked out for him and says, wearily, that its construction is faulty; it hasn't got enough cylinders. You must exercise the same tremulous anxiety in picking out a child's toy to-day that you would put into buying a horse for Earl Sande. Now I have a little help to offer you. There is a line of toy boats being made, called Orkincraft, that are built with the same knowledge that goes into the real thing, most of them being actual models of grown-up boats. They are balanced right, are ridiculously sea-going, and are astoundingly accurate as to detail. There are cabin cruisers, complete as to wind-shield frames, deck fittings, and heavens knows what else, and there are miniatures of famous racing speed boats, and there are absolutely accurate sea-sleds. It is astounding how carefully these things are made—so much so that any of them could serve as a model for a big boat, water performance, running accessories, and all. The speedster model, for instance, goes one hundred and fifty feet per minute and has a cruising range of six minutes. The prices are not nearly as large as you would expect for anything so expert. Not (Continued on page 92)





## The soup that sends a glow around the table!

Certainly when a soup makes such a happy impression upon the appetite as Campbell's Tomato Soup, it must possess something akin to "personality". If so, here is one that never bores or cloy . . . sparkling as sunshine, unfailingly refreshing . . . a bringer-back of that gayety of mood and spirits that may, for the moment, have deserted you.

What a bright, quick dash of high color and tingling flavor this soup adds to any meal! How grateful you are for it! Every spoonful of it is another bid for buoyant health. It so appeals to the taste, so invigorates, so benefits that it will win no less than a regular place in your menus from day to day. Enjoy it, too, prepared as Cream of Tomato, as directed on the label.

### 21 kinds to choose from...

Asparagus  
Bean  
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Celery  
Chicken  
Chicken-Gumbo  
Clam Chowder  
Consommé  
Julienne  
Mock Turtle  
Mulligatawny  
Mutton  
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Pea  
Pepper Pot  
Printanier  
Tomato  
Tomato-Okra  
Vegetable  
Vegetable-Beef  
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11 cents a can

LOOK FOR THE  
RED-AND-WHITE LABEL



MEAL-PLANNING IS EASIER WITH DAILY CHOICES FROM CAMPBELL'S 21 SOUPS



# EDEN AT A BARGAIN

By Margaret Busbee Shipp



CATHEDRAL AT PALMA

"WHY don't you go to the Balearic Islands where you can get Ritz comfort for two dollars a day?" That chance remark of an American banker decided us on Majorca.

This is not to be a traveller's tale; this is an economist's budget, telling of a vacation Eden that is available for next to nothing.

You may go to Majorca from New York by the Spanish line to Barcelona or by steamer to France and the fast train from Paris to Barcelona—where a boat leaves at seven every evening but Sunday and docks in the glorious harbour of Palma in time for breakfast. There's a weekly sailing from Marseilles and also an approach via Gibraltar. We came to Palma from Algiers, an overnight trip on the French boat.

The disturbed conditions in Spain, to which country the Balearic archipelago belongs, did not seem to affect Majorca last winter except to lower the peseta. Our travellers' checks were cashed at an average rate of ten to the dollar, so in this article a peseta is rated at ten cents.

The Grand is the largest and most expensive hotel in Palma. A single room with bath and board costs twenty pesetas a day. For a sunny room with running water, *en pension*, the price is appreciably less. Service is the usual ten per cent. additional—such friendly service, so obliging a concierge! Afternoon tea with a light *ensaimada* costs a peseta.

Chamberlin's "Guide to Majorca" gives a solemn warning about the Grand: "Nobody can live long who eats all that is set before him at this hostelry."

Spanish food is rather massive: hors-

d'œuvres, soup, fish or lobster, meat (good beef, superlative lamb, and the fig-fed young pig epicurean), vegetables, salad with a fowl of some sort, chicken, duck, or turkey, desserts, and delicious fruit. Wines, liqueurs, and cognac are cheap, some of the Majorcan wines which are not exported being among the best. It might have been wiser if Chamberlin had warned against the Majorcan cocktail, as, for the usual price of one, a small pitcherful is brought!

The Alhambra and the Inglés Hotels are even less than the Grand, both have the reputation for good food.

Palma being a city of ninety thousand inhabitants, many travellers prefer to stop at El Terreno—the suburb of Palma directly on the bay. Reina Victoria is under the same management as the Grand, and meals can be had interchangeably. The Alhambra and the Mediterráneo have the same convenient arrangement. At the Reina Victoria, single rooms with full pension may be had from eighteen pesetas a day; with bath and private balcony facing the sea, from thirty-five. The Mediterráneo, with view and terraces equally fine, costs somewhat less, as does the Royal. There's a handsome and spacious club for men, Circulo Mallorquin, where, with proper credentials, one may obtain a visitor's card.

Now let us suppose that the necessity for sudden economy digs deeper:

A brave and successful effort of this

kind was made by two young compatriots. The gifted husband was faced with the immediate verdict that he must give up his work and live in a gentler climate. So they came to Majorca and went to a little place on the sea out of the beaten track. For forty dollars a year, they rented a cottage of five rooms, as clean as paint and whitewash can make it. For a few pesetas a week, a fisherman's wife cleans up, washes the dishes, and does the laundry.

For young people, Majorca did not seem to offer a great deal, so it was surprising to see them in such numbers. A few balls around carnival time, but no night-clubs. Yet, one American girl of twenty-three who spent the winter in Palma leased a house on the island for ten years!

There's a tennis club at El Terreno in which membership is to be had by the month.

The English go in the sea all winter in their sturdy way, and the Americans begin in March. Outside of swimming, motoring, tennis, and hiking, the main diversion for girls seemed to be buying shoes. Suède, satin, or leather made to order (it's wiser to have an American model) cost less than half what they would in America.

The larger shops have clerks who can speak English, but not the smaller ones. You can acquire enough Spanish to add tremendously (Continued on page 96)



COURTESY OF SPANISH TOURIST INFORMATION OFFICE

PORT DE SÓLLER, MAJORCA



# YOU WILL THINK YOUR HAIRDRESSER HAS PERFORMED A MIRACLE



Permit your Hairdresser to apply a flacon of the Lotion Individuelle of Houbigant to your hair after the shampoo, before your next wave. You will think a miracle has occurred. You will spend about half the usual time under the dryer, yet emerge with a wave more natural than any you have had before. For Lotion Individuelle is the one perfect solvent for tenacious grime, oil and soap residues that cling after the shampoo. It gives you immaculate hair, soft, supple and pliant. Your hair is more receptive to the wave, thoroughly natural, alight with sheen and delicately but lastingly fragrant with any one of the very smart parfums of Houbigant—Quelques Fleurs, Idéal, Bois Dormant, Fleur Bienaimée, etc.

## "LOTION INDIVIDUELLE"

OBTAINED AT AND APPLIED IN  
HAIRDRESSING ESTABLISHMENTS EXCLUSIVELY

# HOUBIGANT

PARIS







# M<sup>RS.</sup> Alfred Victor du Pont —



*Blonde, irresistible, she is one of the most gifted younger hostesses of Wilmington and Philadelphia*

## — whose cameo complexion is part of her gracious living

**S**HE stepped out of one of the leading women's colleges, married . . . and was catapulted into a life of travel which necessitated her meeting people of all sorts . . .

They fell promptly under her spell, for Mrs. du Pont is typical of the very young matron of distinguished background in her varied enthusiasms, her gayety, her poise, her common sense and her active interest in her husband's career.

Her cameo complexion has the exquisite delicacy of a Fragonard portrait . . . "Why do I use

Pond's?" Mrs. du Pont asks. "I have excellent reasons . . . the method is so simple and quick . . . it does wonders for your skin . . . and you can buy Pond's everywhere you go, which is a comfort."

Four simple steps for exquisite skin:

1. Generously apply Pond's Cold Cream for pore-deep cleansing of your face and neck, several times a day, always after exposure. Let the fine oils sink deep into the pores and float the dirt to the surface . . . at bedtime, be sure to repeat this all-important cleansing

to remove the day's accumulation of dust and grime.

2. Wipe away with Pond's Cleansing Tissues, less expensive yet more efficient, because *softer* and half again more absorbent . . . They come in white or peach.

3. Pat cleansed skin briskly with Pond's Skin Freshener to tone and firm, banish oiliness, close pores and refine skin texture.

4. Always before you powder, smooth on Pond's Vanishing Cream to make powder go on evenly and last longer. It disguises blemishes and gives an exquisite finish . . . Use Vanishing Cream wherever you powder—neck, shoulders, arms . . . And on your hands to keep them smooth and white throughout the winter.



*The secret of a cameo complexion is here revealed . . . Pond's four famous preparations for the care of the skin*

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## Many happy returns of the day

For over 135 years No. "4711" Genuine Eau de Cologne has been the world's most acceptable holiday remembrance—welcomed alike by men and women for its clean cut aroma and marvelously re-invigorating qualities.

A gift of No. "4711"—this genuine and delightful Eau de Cologne or any of its companionate toiletries bearing the world-famous No. "4711" Blue and Gold Label—is in itself a subtle expression of discriminating taste on the part of the giver. Priced from \$1.10 to \$12.50.

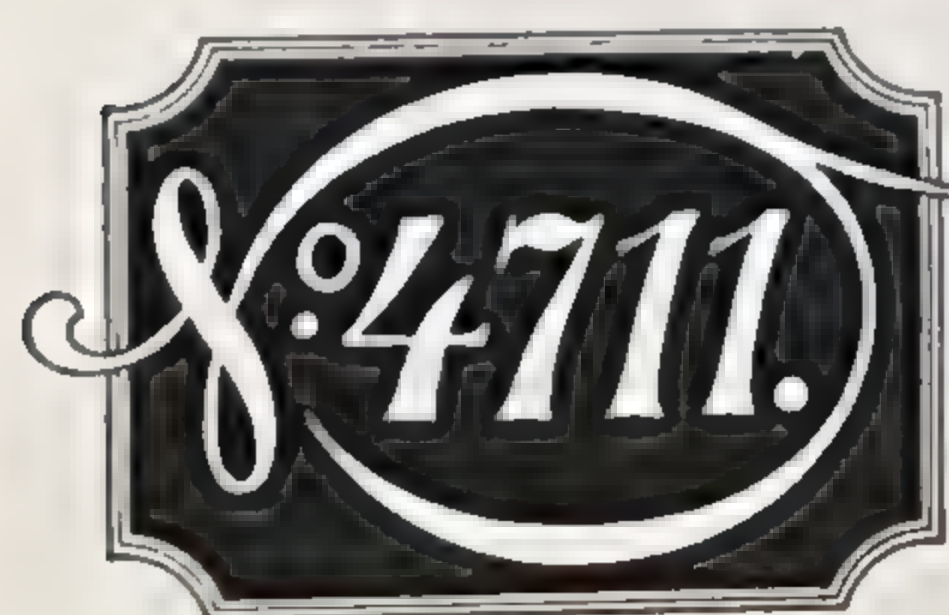
**For Christmas Gifting:** Beautifully boxed combinations of the world-famous "4711" toiletries in appropriate assortments for men and women. \$1.65 to \$3.35.



**For Her . . .** A charming remembrance of the daintiness she reflects—containing: "4711" Allweather Cream . . . "4711" Eau de Cologne Bath Salts . . . "4711" Eau de Cologne Bath Soap . . . "4711" Eau de Cologne Bath Dusting Powder...**Price \$3.35**

**For Him . . .** An inexpensive gift that carries with it an assurance of appreciation—containing:

"4711" Eau de Cologne . . . "4711" Eau de Cologne Talcum Powder . . . "4711" Portugal Hair Tonic . . . "4711" Eau de Cologne Shaving Cream . . . **Price \$2.80**



**Genuine**  
Eau de  
**Cologne**  
Blue & Gold Label

## GIFTS FOR THE DRESSING-TABLE



This good-looking kit of Marie Earle preparations would be welcomed by any beautiful lady. It includes the essential cream, cucumber emulsion, freshener lotion, face powder, and a packet of cleansing tissues

At the extreme right is Piver's latest fragrance, glamorously titled, "Rêve d'Or." The box at the right holds the six perfume "jewels" of Rigaud, each bottle containing a different fragrance, set in velvet-lined niches

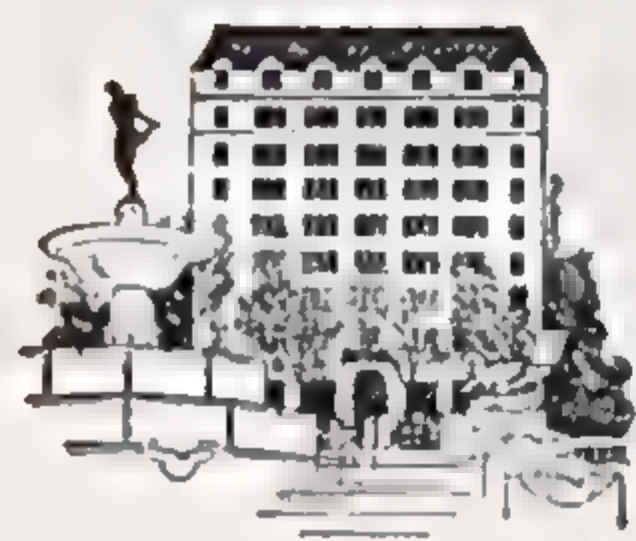


"11 a. m." is one of the trio of Yvonne Ganne perfumes, named according to the time of day, the others being "5 p. m.," and "10 p. m." Smartly put up in simple flacons, they can be purchased at the Yvonne Ganne shop



This is the Eclador manicure set, made by Lesquendieu. The containers are unusually smart, and among the excellent items is a little sponge on a handle that is an inspirational idea for removing old polish





*Many Striking*  
CHRISTMAS PARTY GOWNS  
*at*  
*Bergdorf Goodman*

Enchanting is our collection of Christmas party frocks. Here is just one . . . a shining thing, cunningly woven in an irregular crossbar of red and gold that glints with the hue of new copper. There are many others . . . statuesque, saucy, *jeune fille* in character . . . but all of exceptional chic, for every holiday occasion.

BERGDORF  
GOODMAN



Von Horn

ON THE PLAZA...FIFTH AVENUE AT FIFTY-EIGHTH STREET...NEW YORK



## DESIGNS FOR PRACTICAL DRESSMAKING

★  
Worn by  
Marian Marsh  
Warner Bros.-  
First National  
Pictures



## CONTINENTAL IN MOTIF... THE JANTZEN SUN-BASQUE

ONE of Fashion's favorite entrants for the Palm Beach season...the new Jantzen Sun-Basque! Smart Brittany stripes fulfill the dictates of the Continental vogue—flaring trunks with slenderizing pin-tuck design add chic, grace and beauty. From its narrowed belt to its new neck Shouldaire tie, the Sun-Basque carries the mark of authentic style and true individuality. For all its two-piece

appearance it is a one-piece suit with complete swimming freedom and the smooth, perfect fit of all Jantzens.

The Sun-Basque was designed especially for the Palm Beach season. Many stores will display it in their winter beach-apparel showing. You'll find the famous Red Diving Girl emblem on the label of every genuine Jantzen. Jantzen Knitting Mills, Portland, Oregon; Vancouver, Canada; London, England; Sydney, Australia.

*Jantzen*  
The suit that changed  
bathing to swimming

Jantzen Knitting Mills, (Dept. 62), Portland, Oregon

Please send me style folder in colors, featuring new 1932 models. Women's ☐ Men's ☐

Name

Address



EVENING FROCK No. 5864  
This organdie dress (left) has a circular collar and a flounce lengthening the skirt. Designed for sizes 12 to 20; 30 to 38

EVENING FROCK No. 5863  
This bias-cut dress of satin was especially designed for the shorter figure; tie girdle. Designed for sizes 32 to 42

Nos. 5855, 5853, 5854, 5861  
There's nothing dull about the mode when it turns its back, as you may see from these views of the models shown on page 73

Nos. 5857, 5858, 5856, 5862, 5860—These back views of the models on page 72 show how fulness is introduced lower in this year's skirts and how new shoulders look wider and wider

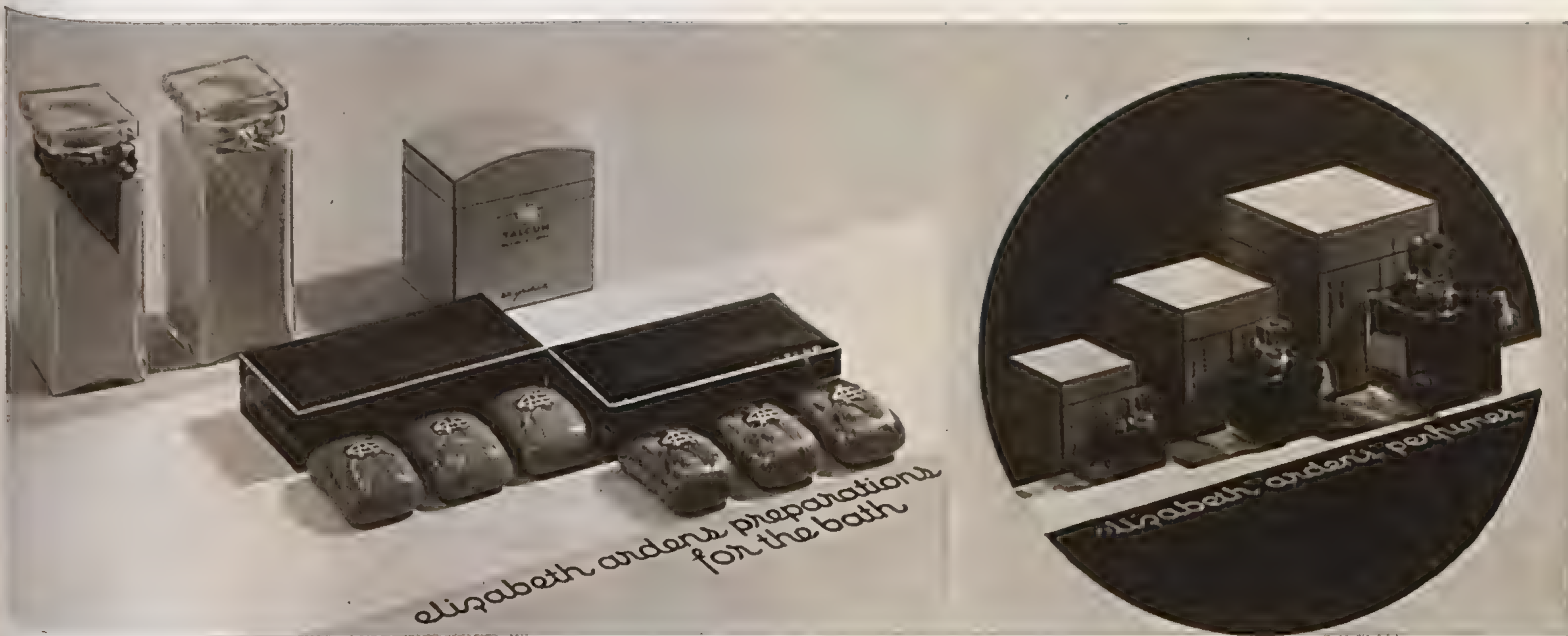


BACK VIEWS OF MODELS SHOWN ON PAGES 72 AND 73



# ...a Beautiful Gesture

There is one gift that no woman has ever refused: Beauty. It is not a gift of a day, nor of a season. Beauty is forever cherished. \* There is one woman whose name is known the world over. *Elizabeth Arden has made Woman more beautiful.* Her life's work can be found within the bottles, jars and packages which bear her name. To give one of these is to give beauty. It is the beautiful gesture.



\* LUXURIES FOR THE BATH...The two lovely glass jars contain Powdered Bath Salts scented with Ambre, Allamanda, Jasmine, Rose Geranium or Russian Pine. \$5 the jar. For the first time Elizabeth Arden's Venetian Dusting Powder is shown in its new rose-colored glazed box. Rose geranium scented. \$5. Three large cakes of delicately fragrant Elizabeth Arden Soap, in a box that will make a charming jewel case afterwards, are a fascinating gift. Jasmine, Allamanda or Ambre scented. \$3 for three cakes.

\* ELIZABETH ARDEN'S FAMOUS FIVE FRAGRANCES... L'Amour. Le Rêve. Mon Amie, La Joie and L'Élan...express the emotions in perfumes that are incomparably delightful. In many sizes, priced from \$15 to \$125. The twin box contains a combination of any two of the Five Fragrances. \$6.



\* TREASURETTE...all the essentials of an Elizabeth Arden treatment in a small leather case. \$16, \$18. Miss Arden's Beauty Boxes, created to maintain loveliness wherever you are... wherever you go...come in a wide diversity of sizes, fittings and preparations, and range in price from \$3.85 to \$135.

\* ELIZABETH ARDEN'S MAKE-UP ACCESSORIES...never was there a more timely gift! For Miss Arden has proved that, with the proper make-up, any woman can wear any color. The Arden Lipstick Ensemble, containing six smooth, indelible lipsticks in six smart shades, is the sensation of the year. The Ensemble. \$7.50. Each lipstick, \$1.50. Poudre d'Illusion, in seven becoming shades, is \$3 the box. The Ardenette, in black and silver, is \$4 for the single compact and \$5 for the double.

## ELIZABETH ARDEN

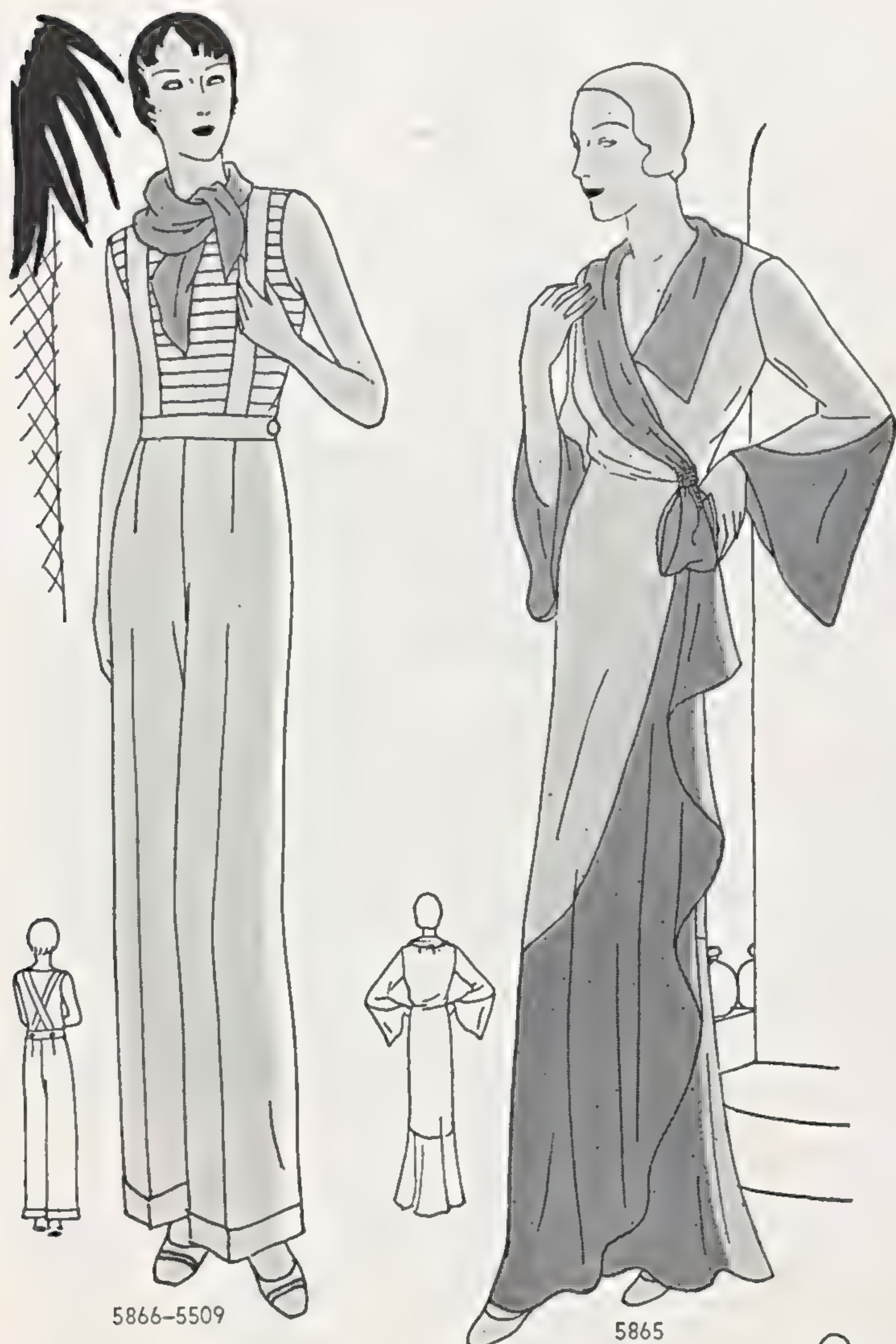
691 FIFTH AVENUE, NEW YORK  
LONDON • PARIS • BERLIN • ROME • MADRID



## CHIC IN MASCULINE AND FEMININE RÔLES

## SOUTHERN AMERICAN A

(CONTINUED FROM PAGE 48)



5866-5509

5865

TROUSERS No. 5866 SHIRT No. 5509  
Mannish things are the rage in the South—such as these flannel trousers and jersey shirt. Designed for sizes 26 to 34; blouse, 14 to 44

NÉGLIGÉ No. 5865—A crêpe de Chine negligé in the clinging-vine manner—with a flounce drifting up one side and a collar looped at the waist. Designed for sizes 32 to 44



5865

NÉGLIGÉ No. 5865—Take the flounce off the negligé at the top of the page, and you have this version—more to the liking of a tailored lady. Designed for sizes 32 to 44

DESIGNS FOR PRACTICAL DRESSMAKING

dull scenery of the coastal country. Their names make one feel in foreign lands. Ashepoo, Chehaw, Tullifinie, Altamaha, Savannah, Edisto, Combahee, show that here were the Happy Hunting-Grounds of Yamasi, Oconas, Cherokee, Choctaw, Creeks—Indian tribes that touched the apex of red civilization. Comes Charleston, under whose serene languor are bedded joy and tragedy since 1670. Torches of war, tribal massacre, tidal wave, earthquake, vandalism of British and American, depredations of pirates, and sweep of pestilence have taken toll.

But against these troubles, observe the glories: here was the first shot against King George at Fort Moultrie, which riddled Sir Peter Parker's fleet while Cornwallis paced the deck. Here the only Huguenot Church in America, a refuge for French Calvinists, here the first shot in the War of Secession from Fort Sumter, here Edgar Allan Poe once served in the army and wrote *The Gold Bug*; here was the tryout of the first submarine, the first locomotive built in America, the first rice planted (on Longitude Lane) in the New World.

## SOUTHERN ARCHITECTURE

If architecture thrills, there's the Pringle house used by British and Federal forces as Headquarters, the Heyward house where Washington visited, the Charleston Museum, oldest in America, the Manigault house, the Roper house with a doorway of patterned rope, the house Colonel William Washington built, the house of Governor Bull who greeted young Oglethorpe when he came to found Georgia. Ancient and beautiful churches, too, are there: Saint Michael's, its clock and organ brought from England, its bells having crossed the Atlantic five times as prisoners or invalids. Its belfry was a watch-tower. Saint Philip's, opened for service in 1723, where Calhoun and Rutledge are buried. Its spire, a twin of the steeple of Saint Martin's-in-the-Fields in London, was a lighthouse: Goose Creek Church coming down from 1706, with the Royal Arms of England over one window.

Presiding over the city from the ancient City Hall is Trumbull's portrait of George Washington, reckoned as his best likeness and valued at two hundred thousand dollars. There are pirates buried in Charleston, too, for famous Bonnet and his band of "Forty Thieves" lie under the fashionable Battery.

The gardens of Charleston are world famous: Magnolia, Middleton, Cypress, and Lotus are sign-posts of the town's age. Middleton is over two centuries and a half old, and in it are two hundred thousand plants. It took one hundred slaves ten years to finish it. André Michaux was the landscape-gardener, and here he introduced the camellias japonica, as Robert Poinsett introduced the poinsettia.

Middleton is a stately example of formal landscaping. Magnolia is an incredible blaze of azaleas with the gorgeous contrast of gloomy cypress standing by black waters. The original owners are buried among their beloved plants.

Downward, across the tawny Savannah into Georgia is the historic town of Augusta, named by Oglethorpe for the Crown Princess of England and the playground of Presidents since Mrs. Telfair gave a grand ball to President Washington there. The morning paper that recorded it still records the important events of to-day. Woodrow Wilson grew up there as a boy, Taft and Harding played golf there. Broad Street, three hundred feet wide, was laid out by Oglethorpe when Augusta was an Indian trading-post, the Richmond Academy's cadets were reviewed there by Washington, and this Academy is a piece of architecture not to be missed. The Medical College beside it is pure classic; the bricks from the demolished hospital adjoining it have gone to make a rich man's home in Aiken. The Presbyterian Church is a beautiful remnant of the past, and Saint Paul's on the riverside, protecting its ancient graveyard, stands where history was made. An Indian fort put up by Oglethorpe, a British fort held in the Revolution, a tower built by Light Horse Harry Lee from which ingenious device he fired down on the British fort, devastating it, are some of the adventurous happenings. The cannon of 1756 bears evidence.

Near the town is the "White House," once McKay's Trading-Post, where terrible fighting took place in the Revolution, and, worse still, there a British officer gave over Georgia Continental officers to be tortured by Indians and hanged thirteen others from the stairway as he looked on from his bed. Here, Longstreet navigated the first steamboat a year before Robert Fulton did, here Whitney manufactured the first cotton-gin, here cotton was born and made a King. From here went the silk for Court celebrations in England.

The patriots have left their names in the streets, which are called "roads," the principal one named for George Walton, a "Signer" with Button Gwinnett, to represent Georgia. Meadow Garden, his home, where lived his famous daughter, Madame Octavia La Verte, to whom Henry Clay wrote such diverting letters, is now a museum where symbols of history remain.

Slipping through wistful and lovely Beaufort and Port Royal, where came the French émigrés to blaze the way for Admiral Coligny who was killed in Saint Bartholomew's massacre, down by the ancient rice plantations, where important folk of the North have huge game preserves, one comes to Savannah, which sits in unspoiled stateliness among the wide streets and squares, as Oglethorpe laid them out in 1733.

## STATELY SAVANNAH

The Trustees' Gardens are famous; the modern Garden Club carries their name. Bartram was responsible for these; and Sir Hans Sloan made the gift to Oglethorpe of the world's exotic and wondrous plants and trees for this town. It's a botanical treasure trove. The De Renne plantation "Wormsloe," on the Isle of Hope, now open to the public, has the finest private library (Continued on page 85)





# Piquant Personality

On winged feet

She flies

Down the sparkling steeps.

Pulses race . . .

Swift motion thrills!

Life is good . . .

• Piquant . . .

Delightful!

And, at night,

Roaring logs

Fling dancing shadows

Through the lodge.

It's then that

• Clicquot Sec

Thrills the taste

With its own

• Piquant personality.

As individual as you . . .

Sparkling as sun on snow

Zestful as winter sport . . .

Dry, very dry . . .

And delicious!

No wonder it's enjoyed,

In home and hostelry,

Camp and club,

By those who taste

The finest things

Of life.



## Clicquot Club

# SEC

*The Ginger Ale with Piquant Personality*





## GIFTS FOR THE HOSTESS

**G**IFTS to eat are more fun to give than almost any other kind, especially to a hostess who enjoys passing them on in turn to her guests. If you order Pecans of America, such as those from the Hitchcock Company in Texas that appear in the photograph above, they are shelled fresh to your order and sent off in a gift box to the address you designate. And, when they arrive, their taste bears out their title of king of the crop. The little "bridge mints" by Beich, in the same photograph, are in the shape of hearts, diamonds, spades, and clubs, put up in a gay bridge-card carton, a pleasant little bit to hang on the Christmas-tree and later appear at bridge tables.

If you are in New York, or the vicinity, you can delight some hostess by sending her true German *stolle*, the Christmas cakes which every one bewails they never can find, but which are made up in noble fashion by Slama's, the bake shop on Madison Avenue. These sugar-strewn confections add a true *gemütlich* note to the holidays. Louis Sherry will make up the gayest of little Christmas cakes to your

order, each one bearing a wreath or a holiday sentiment, and providing a very pleasant way of wishing some hostess Merry Christmas.

Real home-made candy, that Nirvana of true candy lovers, abounds at Anne's Shop, in New York, and one way of putting it up is in the gay box shown below, with a sprightly snow scene in miniature on the cover. The French dragées shown in the same picture are little baby bunnies, with their heads protruding from their blankets, or little squares on which violets or roses are depicted, quite the most charming bits of candy that could go into a Christmas stocking. They are from Prost and Colahan. And no one should neglect at Christmas time the charms of the German delicatessen shops, where chocolate is transformed into the most enchanting guises and perfect gardens of marchpane fruit and flowers flourish next to great families of gingerbread. The Ideal Delicatessen and Specialty House, in New York, is one such shop that will send you home laden with the merriest of such things for Christmas.



MARTINUS ANDERSEN

## SOUTHERN AMERICANA

(CONTINUED FROM PAGE 84)

in the South, with priceless memorabilia of peace and war. Its slave cabins, the remnants of the fort commanded by Noble Jones, the first ancestor, the mulberry-trees from which his daughter made silk for England, the live-oaks of no age whatever, are footprints in the founding of a dangerous wilderness. That most beautiful of all old burying-grounds, "Bonaventure," harbours illustrious dead. There's the Independent Presbyterian Church with its Christopher Wren steeple; Saint John's with its famous chimes, which General Sherman saved from destruction when he occupied the city.

The Wesley brothers and Whitefield, the fiery Evangel, came here to establish Methodism. The Bethesda Orphanage, the first in America, is Whitefield's monument. Here, also, are private houses which are the dream and inspiration of architects. It is a militant town, to judge by the statues of soldiers who fought for it. General Nathanael Greene's monument stands above his body, and those of Count Pulaski, Sergeant Jasper, the hero of Fort Moultrie, and Oglethorpe in Chippewa Square. A granite block marks the grave of Tomachichi, Indian counsellor to Oglethorpe and original landlord. Cannon point to ancient military roads. Colonial Dames have proudly placed the labels of these militant acts.

As the sword of Oglethorpe points, so goes the traveller southward to the "Golden Isles of Guale"—Cumberland, Jekyl, Saint Catherine, Ossabaw, Sapelo, Saint Simon—with four centuries of a dangerous past. Five are privately owned, but Saint Simon's is open to the public. Mr. Howard Coffin, who has a feudal estate on Sapelo where President Coolidge was a guest, has turned Saint Simon's into a shrine of sport, as well as of history.

### THE GUNS GO DOWN SOUTH

Once the Happy Hunting-Grounds of the Creeks and Cherokees, it is now so for "the guns" down from the North, who find great game there, wild boar, deer, turkey, bear, and now and then an eagle. The golf-course is on the site of "King's Retreat," that magnificent plantation dating from Oglethorpe's day. The Yacht Club for boats making the inland passage to Florida is on the bluff where Captain Gascoigne landed. Frederica is the memory of the gayest regimental set in the South; the battlefield of Bloody Marsh, on the military road full of trickery, is where Oglethorpe, with his Highlanders and Indians, defeated the Spanish in the fight that secured the English language in America.

The fort, once the "greatest fortification in North America," is there with one original cannon pointing to sea. The fort it supplanted was over two centuries old, for these islands were fought over since 1545. They were "Terra Irridenta." Here is the massive oak under which Charles Wesley preached to the garrison; here came Aaron Burr to escape the gallows after killing Alexander Hamilton; and here lived Fanny Kemble, the stage darling of London and New York, as the wife of Major Butler on

Hampton plantation. The most picturesque graveyard in the South nestles against Christ Church, and deep in the island are buried sixteenth-century Franciscan and Jesuit fathers massacred by Indians. In the harbour of Frederica river once lay the French "sassafras and turkey fleet" trading for the edibles beloved by the King of France who, with his court, ate Georgia turkey fifty years before the Puritans landed on Plymouth Rock. The timbers that built *Old Ironsides* were sawed here. The live-oaks were brought to the island by Jesuit friars with the peach and Cherokee rose. Another island product is shown, amusingly, in a mound of prickly pears, for it was a barrier of these, said the Spanish official report, that defeated them, and not Oglethorpe.

### SAINT AUGUSTINE

It is fitting that one should glide from the "Golden Isles" to Saint Augustine, for the history of the two are interwoven. Crossing Saint Mary's river and coming into the Florida town, one is convinced that here North America ends. That massive fort built of the native coquina by the Spaniards was old in the eighteenth century. Here's the "oldest house in America," the slave market on the Matanzas river with its wooden platform is near the Governor's Palace of the seventeenth century, and the Romanist Church companions it in beautiful old age. The names are all Spanish, and the air has the fragrance of Seville. Dark-skinned Minorcans flit through the sunlit, palm-filled squares. Here, surely, is the most foreign city in the United States. It is the little sister of Havana. Its mellow beauty is bewitchment, and it startles one to see the war monument commemorating, after ancient battles, the dead of the A. E. F., and underneath the dying words of "Stonewall" Jackson.

New Orleans also has the foreign element. True, big business has thrust its modernity in, but there's enchantment left. The Vieux Carré surrounds the ancient Place d'Armes, now Jackson Square, because "Old Hickory" rescued the town from the British. Its narrow, cobbled streets, market-carts, vociferous vendors of vegetables, wearing garlic necklaces, its exquisite ironwork on upper balconies, its French market where one drinks *café au lait* at sunrise with the river boatmen and hears the clatter of Louisiana French, are foreign. Into this square came the *filles des casquettes* to marry and populate the town; came the Acadians driven from Nova Scotia; came Bienville to baptize the town in honour of the Duke of Orleans.

Here took place the largest real estate transaction in America, when, after the purchase of Louisiana by the United States, it was transferred to its new owners. Here's the Cathedral of Saint Louis, the Cabildo, the Presbytère of the Capuchins.

Push down the rue Royal, roam the tiny streets to hear memories of Henry Clay and his gold plate supper, see the house where lived Paul Morphy, master chessman of the world, where Lafitte, the pirate, lived; see the house where lived (Continued on page 88)





It can't be "just like Kotex"—  
substitutes don't offer this safety and security

Kotex is used in leading hospitals; it protects comfortably; is adjustable; disposable.

It is not enough for a sanitary pad to look like Kotex. To be safe, sanitary protection must be as hygienically made as Kotex. Immaculate. Clean. The kind of product a hospital approves.

So, when tempted to try a substitute, don't be satisfied with the careless statement, "just like Kotex." Ask how this substitute was made. Where. By whom.

#### Health is involved

And when buying sanitary napkins already wrapped, inquire of the clerk: "Is this Kotex?" Thus you'll make sure of getting nothing but the genuine Kotex. Your health is involved. Be very sure what you are doing before you sacrifice the absolute safety of Kotex.

Kotex is bought by hospitals in enormous quantities—showing that it fully meets their requirements.

Kotex, indeed, is made with hospital care. As soon as made, Kotex is sealed in dustproof packages.

#### Comfort matters, too

Every precaution is taken for your comfort as well as health. Kotex is made of laminated layers of Cellucotton (not cotton) absorbent wadding. These layers absorb away from the surface, which remains soft and delicate.

Often, in an ordinary pad, you find a certain degree of comfort at first. But soon that softness changes to chafing hardness. Kotex comfort lasts.

Kotex may be worn on either side with equal protection. There is none of that feeling of possible embarrassment from wrong adjustment. Kotex is shaped to fit, and easily adjusted. It is treated to deodorize.

Kotex Company, Chicago.

#### IN HOSPITALS . . .

- 1 *The Kotex absorbent* is the identical material used by surgeons in 85% of the country's leading hospitals.
- 2 *Kotex is soft . . .* Not merely an apparent softness, that soon packs into chafing hardness. But a delicate, lasting softness.
- 3 *Can be worn on either side* with equal comfort. No embarrassment.
- 4 *Disposable*, instantly, completely.

Sold at all drug, dry goods and department stores. Or, singly, in cabinets through West Disinfecting Company.

#### The new Kotex Belt

brings new ideals of sanitary comfort! Woven to fit by an entirely new patented process. Firm yet light; will not curl; perfect-fitting.

(U. S. Patent No. 1770741)

**KOTEX**  
Sanitary Napkins



## SOUTHERN AMERICANA

(CONTINUED FROM PAGE 86)

Napoleon's physician who escaped Waterloo, the hotel prepared for Napoleon after his escape.

Here is the Orleans theatre where occurred those quadron balls, the fame of which rippled from the Gulf to the Garonne. Here came Lola Montez, one of "the seven splendid sinners," here is where Madame Lalaurie gave a spectacular fête for Lafayette, and it's an old wives' tale that, at midnight, she used to torture her slaves and laugh like a madwoman, and now the house is haunted by the tortured.

Tragedy also hangs romantically un-

der the great oaks in Audubon Park where angry lovers died in duels. The Mardi Gras on Shrove Tuesday is the climax, the expression of the traits of this gay New Orleans; and don't pronounce it, by the way, "New-er-leens." That's an offence.

In all this deep South, there runs through the thrills, scents, beauty, horror, blaze of flowers, intoxicating climate, and foreign-ness, the excitement of defeat and conquest, of patriots and pirates, of sacrifices and glory, which, threaded tightly together, form the steel cable of American history.

## WHAT DOES WILLIAM GET?

(CONTINUED FROM PAGE 47)

and the car glides along, and suddenly you look down and see that you're going seventy miles an hour. Chrysler, you know, has four speeds ahead, like a foreign car, and I always think there's something very magnificent about shifting into high at some break-neck speed. One speed for heavy hill-pulling; one for normal "firsts"; one for getting away in traffic; and one for the open road, bless its heart. And speaking of shifting, you can make the most awful mistakes shifting a Chrysler, and no one will ever know, because no matter what you do, you can't strip the Chrysler gears.

Chrysler also makes the Plymouth, and, in seeing the latter, I think I have solved your problem of what to supply Diana with when she comes out next year. It's good-looking, and it doesn't cost so much that you will have to go about in rags to pay for it. I should suggest the Sport Roadster for her. The great thing about the Plymouth, professionally speaking, seems to be something called Floating Power, but please, please don't ask me to explain what that is.

Then I went to the Auburn place and immediately lost my head over a number of Auburns and Cords. Of course, you (even you) know that Cords are entirely different from any other kind of car, because they're run by front-wheel drive, which, if it interests you, is very safe and keeps you from skidding. What you probably don't know is that the Cord radiator has had the most enormous effect on motor design—that ribbed, peaked front that keeps me from recognizing any car at all these days, I who used to be able to spot the make of a car from behind. Besides all this, Cords go like mad, you speed fiend. They're marvellous looking, being lower than you could believe possible. You sit practically on the back of your neck.

## STILL MORE CARS

Auburns are nice, too. They're straight eights. Their bodies are designed in such a way as to make them look lower in back than in front, which is very luxurious-looking and suggests the angle at which you will sit when you get in. They're cheaper than Cords, but they have the same long, low, piratical look. It seems to me that one would suit William, but my head is going round so I can't decide definitely yet, nor do I see how I'm ever going to.

Franklin came next, the famous air-cooled Franklin, the same as used to make a buzzing sound and look like a Renault in the old days. The new ones are so new. This line is called Transcontinent, and, as a matter of fact, you can just imagine one of them streaking from New York to San Francisco in no time at all. One is a near-roadster which has a trim, substantial look, and the one I saw was painted a delicious butter-yellow. They say doctors are crazy about Franklins for their own use, because they are not apt to let down in the middle of a country road just when somebody is dying with pneumonia.

## FURTHER TEMPTATION

The Marmon place was near-by, and I staggered in there (I was a wreck by this time) and was shown the new Marmon sixteen, which, even in my weakened state, I recognized as being the raciest-looking article imaginable. I have always had rather a soft spot for Marmons, since my own first car was one. One of the best-looking things about the new ones is the front, which is as imposing and massive as all get-out, and the radiator has horizontal shutters, very smart.

I stepped into the Buick place and rested my weary dogs by trying out the back seats of the new sedans, which I don't mind saying are *lit de repos* for comfort, no less. Nash is one of the silentest cars on the road, so a man told me the other night at dinner. I didn't try, but I believe it; I'd believe anything of a car with such smart broadcloth upholstery.

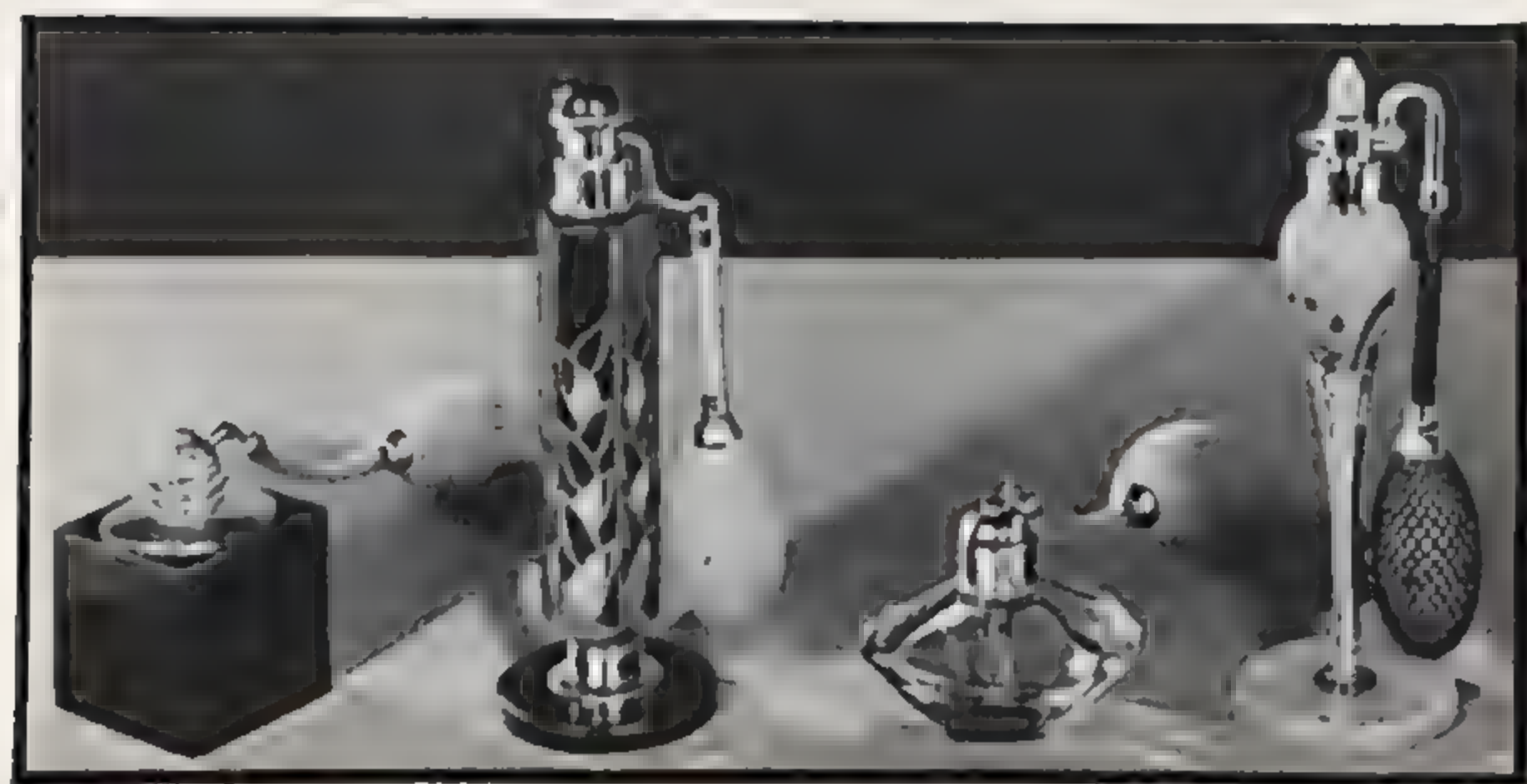
Last of all, I limped into a place where Chevrolets were sold and asked for a long drink of cold water and to be allowed to sit down and pass out quietly for a few minutes. When I came to, what should I see before my eyes but the neatest little trick in the way of a small, shiny roadster, black with red wheels, that ever a lady espied. "Oh," cried I, "the perfect present for my Harvard son." Whereupon, I again passed out of the land of the conscious—well, not really, but I certainly was tired.

So you see, darling, that although I am utterly exhausted emotionally, and my feet ache, and weird words like "differential" keep popping up out of my subconscious mind at the oddest moments, and I can't possibly decide what car to give William, I do know all about cars.



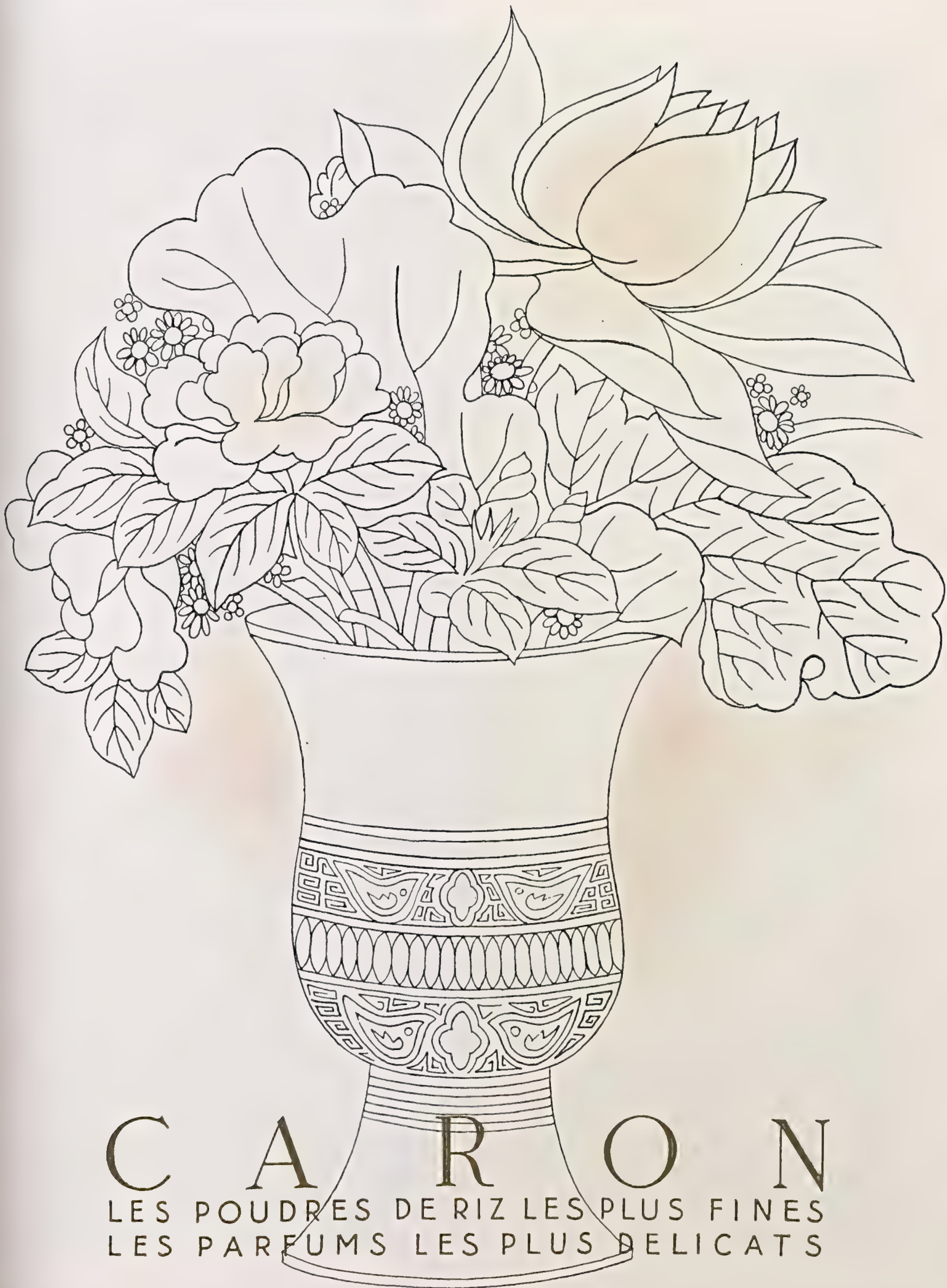
## A GIFT TIMED TO THE RENAISSANCE OF FEMININITY

● With the use of more perfume accepted in the grooming of the well-bred woman, a DeVilbiss Atomizer this year will be not only a very welcome but a timely gift as well. Good taste demands a delicate aura of scent which only thorough atomization can produce. Thus, daubing with all its harsh over-emphasis is definitely out. The gentle cloud of perfume from DeVilbiss Atomizers weds true elegance with good taste. The new non-evaporating DeVilbiss Perfume Atomizers are shown by all the better stores.



**DeVilbiss**  
*Perfume Atomizers*





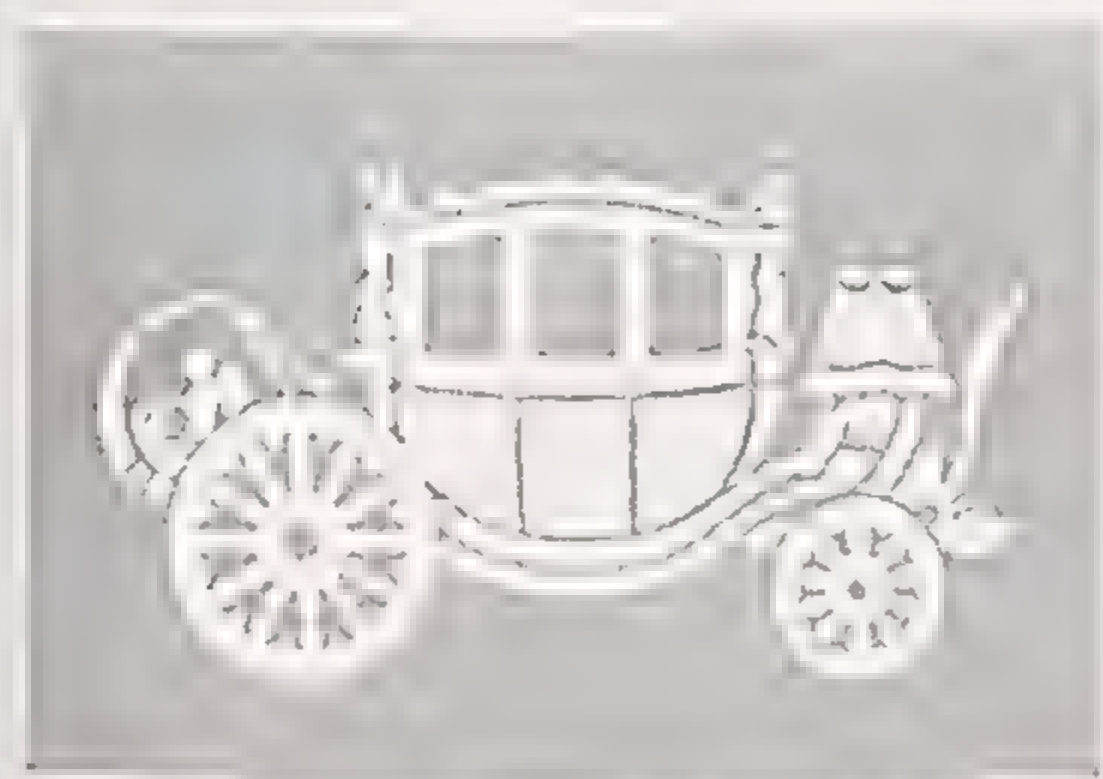
C A R O N  
LES POUDRES DE RIZ LES PLUS FINES  
LES PARFUMS LES PLUS DELICATS







## GROWTH OF AN IDEA



Let an idea, however vague, catch hold of a man's mind, and no one can tell to what it may lead. As the ripples from a pebble dropped into water will travel in ever widening circles across the whole surface of the pool, what seems but an incident may produce effects that touch the very limits of human life.

When Watt observed the power of steam to lift the lid of the kettle, he conceived the mere thought that this principle might be put to practical use. But, as a result, came the steam engine; then through variations and extensions, the machine age. In consequence, not only economic conditions but the world's whole social and political aspect has been changed.

Something of this same thing began with the coming of Fisher Bodies. It would be absurd to say that closed-body development ever equalled in importance the development of the automobile itself. But the

automobile without a closed body was but a short-season sporting turnout, not a year-round conveyance needed or even desired by the people as a whole.

Then Fisher, believing that closed bodies were practical, proved its belief. The attitude toward the automobile changed. Thousands who never desired a car before now wanted one. The new demand opened the way to new production methods. Cost per car, in consequence, went steadily down. The lower the prices reached, the larger the market grew; the larger the market, the lower the prices. The endless chain was welded.

So, too, with Fisher itself, one result has followed another. The success of its basic ideas has opened, year after year, new avenues for the development of resources and facilities which, in turn, have again and again advanced the possibilities of Fisher achievement. True to the laws of cause and effect, Fisher Bodies are finer every year . . . and by the same laws you can expect them to be still finer in the future.



# Mrs. Franklin inc.



**THE SUIT** Hand-knitted chenille, new in design and ever popular for the Palm Beach season. Absinthe, navy and pastels worn on the Riviera.

**THE HAT** The new Reboux hat with the high at the back treatment. Band of bright colored strips to match the suit.

*We are pleased to announce that the Franklin suits have been materially reduced in price, creating an even greater appeal to the smartly dressed woman. Workmanship and material remain unchanged.*

16 EAST 53RD STREET, NEW YORK • 262 SOUTH 17TH STREET, PHILADELPHIA • WORTH AVENUE, PALM BEACH

## CHARITY-ENGLISH STYLE

(CONTINUED FROM PAGE 41)

far, Lady Ancaret Anstruther has kindly consented to be a lobster, Miss Isolde Mervyn Blakeny a blue trout, Miss Anastasia Wembley-Blumble a salmon, Lady Gardenia Glossop a prawn, the Marchioness of Tenby a smelt, and the Countess of Sandringham a sardine. Now, ladies, may I hear which of you are willing to take or be responsible for batches of tickets? There are stalls at ten guineas and cheaper ones at five. Boxes we must not let go for less than one hundred pounds."

The hardened committee goers have great resistance. It is like getting blood from a stone, but the organizer has a sure technique, and she gets them down, hits them below the belt. "The Duchess of Garton will have six, that is very kind and generous of you, Duchess; and Mrs. Borron will have seven, I thank you; and Lady Levi will take ten; and Mrs. Isaacs will send a cheque if they will send her along fifteen."

There is intense enthusiasm, and soon most of the house is sold out, but there are a few cheap seats in the gallery to be got rid of at five shillings each. The organizer has done wonderfully and is tired, but, with the glint of victory in her eye, she will sell the gallery or die.

"Now, ladies, who, out of the goodness of their hearts, will buy a batch of ten five shilling tickets to distribute to poor soldiers?" The going is slow at first, but soon Mrs. Whiteley Wetson sends ten soldiers to the gallery and Mrs. Woad fifteen. Lady Angela Michael knows some old pensioners.

Away from the committee meeting, impervious to the nuns, waifs, or the hospital, and concentrating only on the dressing-up, the opportunity to wear a fish scale, a bustle, or a blue wig, or to be photographed as Anitra (as it had now been decided to pad out the fish with a few historical characters), or imagining that by having their names linked in the gossip paragraphs with the other ladies taking part in the pageant, they, too, are what is known as "in the swim" of society, are the other ladies, a large factor of this strange phenomenon. Let us not delve too minutely into their intrigues and bickerings, let us turn a deaf ear to their complaints.

### ENDLESS BICKERINGS

"But I was to be Emma Hamilton." "I thought you said my crinoline was to be bigger than hers." "Why isn't my leopard skin ready yet?" The conscientious Mrs. Viki Van Vyjk creates more trouble than any, she wants to know, "Did Cleopatra wear a burnous?"

"Oh, tell Mrs. Viki Van Vyjk I am in the bath, and tell her I have gone out when she calls up again."

The excitement is at fever pitch. At the dress rehearsal, the back alleys leading to the theatre stage door are thronged with slightly quizzical crowds. The large cars draw up as near as possible to the entrance, and self-conscious, their occupants are bundled, hoop and pantalette, fin and tail, through the critical remarks of the onlookers, to the back of the stage. Here is pandemonium. Scene-shifters

shout instructions, "Mind your head." Ropes are hauled up and down. Goldfish are talking to Queens, oysters hobnobbing with Kings' mistresses. Dress-makers are panic stricken, ladies' maids, with pins in their mouths, are on edge.

### CHARACTER WILL OUT

For various reasons, the excitement affects the performers in different ways. Some have an unexpected sense of the comic, and, because their beaux are not present (very few men are interested in these affairs), they delight in their disastrously unsuccessful costumes. Others take the occasion more seriously; still others behave in public like the nasty, spoilt, bad-tempered children that they are. The innumerable intrigues and sinister undercurrents of jealousy reach their climax, and elegant ladies become quite abusive. The atmosphere is made doubly electric with the presence of the flash-lighters. There is intense feeling about who shall be photographed with whom. The photographers are quietly excited; their victims are propped against the back cloths. "All caps off now," their leader commands. There is a warlike explosion, a blinding flash, a cloud of smoke, and follows the scribbling of names on the covers of black papier-mâché plate-holders.

The rehearsal drags on interminably. Next morning, travesties of the performers, taken by the flash-lighters, appear in the daily papers. Noses look red, waists fat, but the house is sold out.

After an early lunch on a tray, Lady Alexander, with paradise plumes in a large hat, a gold lamé dress, and ropes of jade, is assembling together in the lobby the program sellers. "Don't let them have them in the stalls under five shillings, in the circle ask two and six and over, and get what you can out of the soldiers in the gallery."

Mrs. Throgmorton is in beige lace with a picture hat, a bouquet of pink carnations and asparagus fern is being prized and guarded for the arrival of the Royalty. The Royalty arrives. The conductor taps his baton on his music-stand, a tinny noise. A mediocre variety program wears down the resistance of the audience, who become comatose by the time the pageant is at last announced.

Let us switch again to the back of the stage and take a further glimpse at the muddle and panic in the darkness.

Where was Mrs. Viki Van Vyjk? She could not be found anywhere, and the pageant could not possibly begin without her. She was to be the first to appear. An agonizing delay. The start is disastrous. The curtain has gone up before expected, revealing stage-hands laying a floor cloth and Miss Boodle shouting to the chief electrician; the property men dump down their Eastern pagoda and flee; the orchestra starts tardily and stops abruptly. Tinny baton again. The stage is suffused with red lights. Hollow little screams can be heard from the wings, and, after an agonizing pause, a beauty shambles onto the scene. Half-way (Continued on page 91)



# A MERRY CHRISTMAS FROM PARIS

## HERE ARE A FEW GIFT SUGGESTIONS

The Christmas Special—A delightful vanity set consisting of loose powder compact and lipstick to match. Beautiful holiday color combinations. Packed in a charming gift box. Complete 2.00

Vanities—Double Compact, a slim, perfect, little Parisian compact beautifully finished in black and gold 2.00

Triple Compact—Rouge, powder and lipstick. Beautiful, practical. In combinations for every color type . 2.50

Loose Powder and Lipstick Compact—An inspired combination! In a lovely case of jade green and silver . 2.50

New Ensemble Vanity Set—Loose PowderVanity and Lipstick. The vanity is stunning. Finished in black and silver. Equally smart for daytime or evening. The matching lipstick is a perfect reproduction of a beautiful Parisian model. Indelible, of course. Complete in an appropriate gift box . 3.50

Powder—Helena Rubinstein's new Weatherproof Powder charmingly encased in metal boxes of black or red 1.50  
Specially packed in a beautiful treasure chest—six months supply . 5.50

Enchanté—an exquisite French powder in beautiful flattering tones for every type of skin. In a silver box . 3.00

Travel Cases—compact little beauty boxes. Practical as they are attractive. Leather covered cases beautifully lined with carefully selected Helena Rubinstein's preparations and cosmetics . 5.50, 16.50, 27.50 and 45.00

Perfume—a breath of the Orient. Exotic, alluring. No woman has ever been known to resist it. Special 7.50



Helena Rubinstein has brought back from Paris the most delightful gift suggestions. Vanities of every description, beauty accessories that are a delight to the eye. Finished in such exquisite taste that no one would ever believe how little they cost. Powder, flattering, fragrant and beautifully boxed. Lipsticks that will hang like jewels from the well-dressed Christmas tree. This year, Helena Rubinstein, has devoted an entire department to her gift collection. Here you will find the perfect remembrance for every age and every type and with no Christmas rush to try your temper, no medley of unasorted items to distract you. And the prices are so low that you may fill your whole gift list at a fraction of what it has previously cost.

## PRACTICAL GIFTS ARE WELCOME TOO!

A Home Beauty Treatment. Water Lily Cleansing Cream, the aristocrat of cleansers, based on the youthifying essence of fresh water lily buds . 2.50  
Youthifying Tissue Cream, a delightful, rich tissue builder . . . 2.00  
Youthifying Foundation Cream. A new, flattering and protective . 1.00  
All in Rose jars with black tops. Complete beauty treatment . . . 5.50

A Course of Salon Treatments. A popular, practical gift. From twenty to one hundred dollars. Arrangements may be made at the salon.

The Hormone Youthifiers. Helena Rubinstein's newest discovery. A home treatment for skin regeneration. A gift that any mother or wife will be grateful for. The two creams packed in gift box. Complete treatment . 10.00

Bath Powder—fragrant, luxurious. In a generous, good looking box with a large soft body puff . . . 1.50

Egg Complexion Soap—A delightful, fragrant soap for hands, face and bath. French-milled. Cake . 1.00

Eye Cosmetics. A thoughtful remembrance. Iridescent Eye Shadows 1.00  
Persian Eyeblack (mascara) in Blue, Blue-Green, Brown and Black . 1.00

Hand Lotion and Hand Cream. An intimate gift for the woman who treasures her beautiful hands . 1.00 each

Marienbad Pine Bath Salts. A charming gift box with four little trays of Bath Capsules, each one filled with the famous Marienbad Pine Salts. For twenty luxurious baths . . . Box 3.50

On sale at Helena Rubinstein's Salons or at leading Department and Drug Stores

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C A N N E S  
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CHICAGO  
BOSTON  
DETROIT  
TORONTO



## TIPS ON THE SHOP MARKET

(CONTINUED FROM PAGE 74)

even the most engine-wise nephew could sniff at one of these. You can get them at F. A. O. Schwarz.

• Inventions just keep pouring in till sometimes the Shop-Hound's brain, none too steady at best, reels. Newest bright thought is a really astonishing thing, a brick of peat moss, covered in tinfoil, chemically treated, in which lily-of-the-valley bulbs are implanted. You don't water them. You don't put them in the sun or anything. You don't pay any attention to them at all, and within thirty days they have sprouted, grown, and at length bloomed. It really is enough to make you dizzy, destroying as it does an axiom—that things don't grow unless you water them. The inventors are pursuing the idea further, and, in a short time, it will be possible to grow such things as rose-bushes and other shrubs by simply buying them and letting them alone. Shop-Hound's visionary little mind sees into a bright future where the arid desert of New York apartments blossoms like, and with, the rose. Macy's is the place for these.

• There is a rather bright invention being noised about, and that is a thing called a contract coverette, which is, in plain English, a combination of table-cover and bridge rules all in one. It's made, you understand, of paper, and you put it on the table before sitting down to an afternoon of bridge and keep the rules directly before your eyes in case of the inevitable disputes. The rubber or rubbers finished, you rise from your chair of pain and simply destroy the evidence of the game as you would any other scrap of paper. Practically all the big stationers, book sellers, and department stores, like Lord and Taylor, have these.

• If you are a member of the younger, or Lost, generation, you will be planning to discharge some of your Christmas obligations by telegram. Fifteen minutes in a telegraph office, and your duty's done, and every one will be tickled to death, especially if you are good at the contemporary sport of thinking up clever little messages. Relatives in Topeka, Kansas, or even worse, whom you had entirely forgotten until two P. M. December twenty-fourth will be under the impression that you had been thinking steadily of them when they receive your wire.

Speaking of telegrams, don't forget the almost alarmingly complete service the Postal Telegraph Company offers. In the first place, we all know by now that they are good people to get your theatre tickets for you: good seats, promptly acquired. Second place, though you live in Peoria, they will make hair-dresser, or any other kind of appointments for you for your approaching New York trip. They will get you presents, chaperons, clothes, servants, apartments—well, just anything. Also, they will tell you how to give a party, get some one to give it for you; they will tell you where to send your child to school. File a list of things you ought to remember with them, and a telegram will save you from forgetting your wedding anni-

versary or something. I can't tell you what the Personal Service Bureau does. I can, however, tell you what it doesn't do. Nothing.

• Men are so exasperating; there is nothing one can think of to give them for Christmas. Ties, yes, socks and razors and suspenders and millions of leather cases that they will never use, intended to enclose articles that they do not own. What to give a man! When, suddenly, there pops out at us a new invention, a tie-rack, in short, a device by which a man may hang his cravats up. It looks like a long rod with short rods, little fence-posts, sticking up out of it at intervals. It's made of chromium, is made in two sizes, screws onto the closet door, and holds the most astounding number of ties. It seems to me one invention worth inventing. You get it at many a good store (for instance, de Pinna), and it costs you not very much. And I have it on excellent masculine authority that the thing really works, really excels, really satisfies.

• If you have forgotten to get anything for your dear cousin Elizabeth, who busies herself with domestic concerns, pop over to Bloomingdale's new "Bright Idea Shop," in the House Furnishings Department, where you will be startled to confront a number of inventions, tomato-slicers, olive-piters, potato-peelers, before whose ingenuity one's reason staggers. All the neatest kitchen tricks are to be found here, and they make very good Christmas presents, too, even to orchidaceous ladies that never saw a tomato with its skin on, but who will be amused to play with these ingenuities as new toys.

• I don't know whether I ever told you about MacDougalls' before, but if I haven't, I should have. This Scotch little shop is a *rara avis* all right. I know nothing anything like it, except perhaps Romanes and Paterson's, in Boston, but, of course, you can't take the Yankee Clipper every time you want a yard of tweed. MacDougalls' is cram full of fascinating things, mostly woolly things, that you could walk blocks without finding anywhere else in this darling city. For instance, neck-band shirts and stocks made (both of them) of thin flannel in tartan plaids and in checks, and for these any man or woman to hounds would give his or her soul. Also, there are some men's neckties made of thinnest woollen woven in tweed patterns; these solve the problem of what necktie with country tweeds and make a fine eleventh-hour Christmas present, in case that's on your mind. Also, real honest-to-goodness kilts are made here, of your own proud tartan, full and short and crowded with pleats; four yards of plaid go to make a good kilt. This shop will make these up for a lady, with a short tweed jacket to accompany the kilt, and sell a soft worsted sweater to complete the costume. Shelves and shelves are filled with bolts and bolts of intoxicating tweeds—bright tweeds, quiet tweeds, loud tweeds, harsh tweeds, soft tweeds, Harris and Irish tweeds, and all the other kinds (Continued on page 94)

# nat Lewis Purses

Ornament of  
hand-carved galathea.  
Choice of color:  
white, red, green  
or black.  
\$20



# The Gift Dilemma

Ornament of  
hand-carved burnt  
amber, exclusive with  
Nat Lewis in U.S.  
Metal bar of  
gold or  
silver.  
\$20

Purses illustrated are luxuriously lined and fitted and securable  
in Dull Smooth Calf, Soft Suede or Velvet.  
Other Nat Lewis Purses, Ten Dollars and upward.

Obtainable in exclusive  
shops in every city  
in the United States  
and in  
Canada.

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wholesale corporation  
one thirty west thirtieth street  
new york, n.y.





# YOU LOOK AS YOU FEEL... LOOK VITAL...FEEL MAGNETIC

Only the woman who feels well, looks well. Bountiful energy and vitality are both necessary to good looks. Both require a care of the body that is simple and delightful—a massage after each bath with Cheramy Floral Eau de Cologne.

This treatment or *friction* gives you immediate energy, new vitality. It stimulates the circulation, cools and restores vigor to sagging muscles.

Strong enough to stimulate your body, it is mild enough to use upon your forehead, neck, arms and hands. In it you will find all the luxury of bath salts, all the soothing comfort of the most exquisitely textured talc.

Cheramy Floral Eau de Cologne is an exclusive blend of the finest Eau de Cologne and the loveliest of bouquet and floral fragrances. It is therefore the most economical form of perfume and may be purchased wherever fine toiletries are sold.

## ODEURS

Lavande      Muguet  
Fougère (Fern)    Ciel Bleu  
Pois de Senteur (Sweet Pea)  
Lilas    Chypre    Cappi  
Jasmin    Rose    Violette

April Showers

Priced from 25c an ounce  
to \$3.75 the flacon of  
thirty-two ounces

FLORAL  
EAU DE COLOGNE  
**CHERAMY**  
PARIS



## CHARITY—ENGLISH STYLE

(CONTINUED FROM PAGE 90)

down the stage, she regains her dignity, but too late. It is Edith Flunkey, but scarcely recognizable, for the lights take out all colour from her face and costume. There is obvious confusion behind the stage, for there are many pauses, and the ladies who are announced by the herald are often not those who appear. Occasionally, the audience is roused to more than polite applause, but, after the first setback, the disorder seems to right itself, and soon the procession is inclined to be monotonous. There are giggles from behind the stage, from those who have done their bit and come through unscathed, but those who have yet to come on are either quaking and tight-lipped (the newcomers to this sort of thing) or bored (the well-seasoned troupes who walk through every pageant with the same lack of interest).

But, Heavens!, for some inexplicable reason, the man in control of the tabs lowers the heavy velvet curtains onto Marie Antoinette, thereby knocking off her wig. Pandemonium, for Marie Antoinette is the Duchess of Downshire. Mrs. Throgmorton rushes from the wings. "This is too much." After a heated altercation, the curtains are raised again, and the pageant continues—and ends.

Ladies' maids fling cloaks around their mistresses. There is an assembly on the stage, the exchange of bouquets, hysterical laughter, a rose coloured post-mortem.

"They said it looked lovely." "Mrs. Whiteley Wetson said it was a most artistic achievement." "Edith looked lovelier than ever, but why, oh why,

did Princess Ina put on a hat like that as Boadicea?"

Mrs. Van Vyjk at last appears. As Cleopatra, she has made an elaborate make-up, with chocolate coloured skin, sequin patches, and a ring through her nose. "Do you think this stomacher is too much?" But she is told it is too late—the pageant is over.

The program sellers hand over their gains to Miss Boodle. For the next two days, in certain quarters, the pageant is the main topic for conversation, and the illustrated weeklies resuscitate the event from oblivion with more photographs. There, as large as life and arm in arm, are Mrs. Bramble and the Marchioness of Sportingbury, as tadpoles. Mrs. Bramble is now sure that she is safely launched in Society.

For the last time, Mrs. Throgmorton telephones to Miss Boodle. But, Heavens be thankful for Miss Boodle's business head. She had managed to keep expenses down, though there had been unnecessary extravagances in spite of her. (Mrs. Van Vyjk's pagoda, for instance, had been a large item and had only got in the way.) As it was, Mrs. Throgmorton was compelled to resort to straightforward beggary from her Uncle, as it was necessary to have some sort of funds to meet the inexplicable deficit, as, after all this trouble, it would only be mortifying not to send a substantial cheque to the poor and needy.

P. S. Author's note. Owing to the present financial crisis, most of this season's charity pageants have been abandoned.

## TIPS ON THE SHOP MARKET

(CONTINUED FROM PAGE 92)

of tweeds. MacDougalls' has its own tailors here or will send material to London to have it tailored there if you are that fussy. All in all, MacDougalls' is heaven on earth for you when you are in your country squire mood.

- Maybe you are the kind of Christmas-present-giver that just isn't content with giving normal presents bought from normal stores. If you really have this passion to give things that will astonish the recipients, I can tell you where to go for them. Chinatown isn't what it used to be, but it is still pretty amusing, and the shops can sell you a lot of really and truly diverting things. Just to mention a few of the things you might like to buy, there are vast, but impossibly wide, coolie hats which have a mere point for a crown and which would cut a bit of a swath at Palm Beach later this winter. Also, there are enchanting Chinese wedding head-dresses which are grand for fancy-dress, extraordinary Chinese ribbons to be bought by the yard, and beautiful little Chinese dancing figures. These things are to be found at the Eastern Importing Company on Mott Street. Kwong Sun Chong, also on Mott Street, has Chinese phonograph records, rare teas, magnificent man-

darin coats, and, by the way, you can put in orders for costumes of more-than-Oriental splendour, whatever wild idea of Chinese magnificence you might have. Altogether, it is great fun to dodge in and out of these shops, and not without its flavour of adventure. In the words of the deathless lyric—"Please tell me *what* street compares with *Mott Street*."

- Dollars to dimes or whatever you've got that you are at this moment running around in at least mental circles trying to think of last-minute Christmas presents. Poor dear Aunt Miranda, funny how you always forget her until practically Christmas Eve. Two solutions for your dilemma are to be found at McCutcheon's and consist of, A: a scarf made of knit jersey in stripes of black and bright, bright blue, and very good-looking—the sort of present that is apt to please about anybody female. B is the big hostess save-all; it's a half-dozen silver coffee spoons made by Liberty of London, the handles of which are tipped each with a different coloured semiprecious stone; very chic, and you can get the set for under fifteen dollars. That should fix you up on a couple of problems anyway. Now do you feel just a little bit better?

## VOGUE'S ADDRESS BOOK

(CONTINUED FROM PAGE 35)

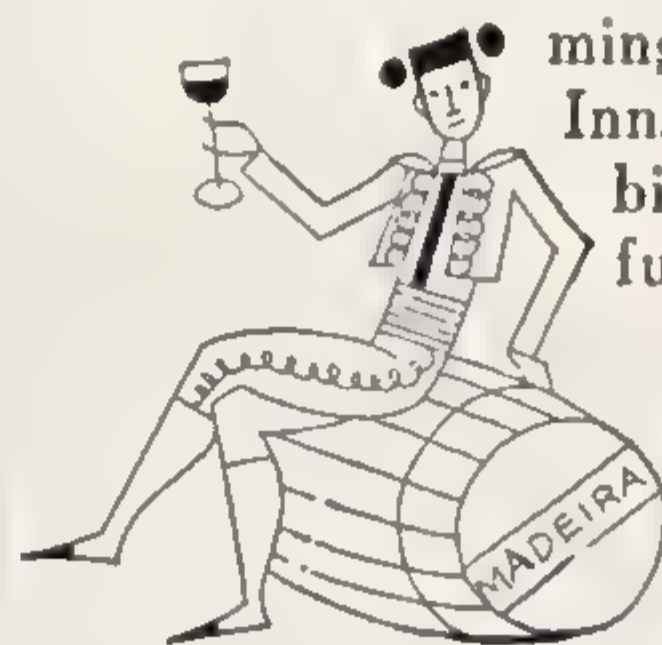
easy in California. You can even charter planes Dutch treat for comparatively little and fly to Agua Caliente for the week-end to win your millions and gape at the astonishing people there. Cars can be rented from companies



with mysterious synthetic names like Drive-rself, U-Drive, Rent a Ford, Own-U-Drive — Fords for \$2.50 a twenty-hour day, and

other makes of other prices. The Montecito Inn, right on the main highway, is a good place to stop, if you pass it on your motorings—old fashioned California Inn stuff untinged by the movies and very atmospheric in its way. If you have foreigners along, by all means stop for a night at a Motel, one of those auto camps where you have a tiny house that covers your car and you in one fell swoop. Strangers in our land think these interesting bits of Americana. Many young Californians go up to Lake Arrowhead for the winter sports. It is only about three hours by motor inland from San Bernardino, a great big, old-fashioned log-cabin type of hotel, not very expensive and great fun if you take your party along with you. Another amusing little place is the Rainbow Fishing Club, about fifty miles from Pasadena. They breed trout there, so that you can haul out about fifty every time you cast in your line, and these are cooked for you right on the spot, deliciously. In Carmel, it is not at all expensive to rent little houses plumb on the sea. Carmel is an artist's colony, as you probably know, a paradise of tie and dye, with Mother Goose houses all peaked and gabled and antiques. The country is beautiful, there are riding and walking, a simply magnificent white beach, and amateur theatricals that are so terrible they convulse. The night-boat on the Sacramento River is fun.

If you are going North, you put yourself and your car on the boat, in the evening, have an excellent dinner and a stateroom with a private bath for very little, sit on the deck till bedtime, and wake up in the most lovely river you ever saw. You do this going to Tahoe, or the Redwoods, or when you are going on a little divorce excursion to Reno. If you want a really even tan in January, Palm Springs, of course, is your place. It doesn't properly belong here, because it can hardly be called cheap, but it is so heavenly that we can't resist mentioning it. There is the Mirador, where there is dancing in the evening and where there is a good swimming pool. The Desert Inn, which is a little bit quieter, has awfully nice people, and then, farther south, the La Quinta Hotel, so isolated that you have to ride over to Palm Springs or Indio to post a letter—a haven that is sheer heaven.



MADEIRA, practically the only place associated with Europe which is

really warm in winter, is a really grand little island, with a very nice hotel called Reids Palace Hotel. It costs in the region of \$6 a day, or did last year, and it overlooks the sea and has a garden and tennis-courts and plenty of fresh-faced, pleasant-looking English of the nicest possible variety to play tennis with.

ITALY: There is not much in Italy that isn't known to every one, but, in case you have missed it, Portofino on the coast just south of Genoa is the place that Elizabeth wrote about in *Enchanted April*. Roses guaranteed in March, and a Café Nazionale where you can snooze in the sun. The Castello Brown is often for rent, as are the other smaller villas. Otherwise, there is the Splendide, not *splendide* at all but very nice and cheap as the traditional dirt. It is kept by a nice young couple whose enchanting baby must be quite a big child by now, and you will find there the most astonishing mixture of very respectable English and not quite so respectable other nationalities. The Timeo in Taormina, Sicily, is another sweet place to loaf in. There are a few nice antique shops here, villas to rent, and, if Etna doesn't choose to erupt, absolute peace. Even the barber hums heavenly old Sicilian pastorales.

GREECE. There is a real winter social season in Athens, but travel is gayer in the early spring. The very Greek restaurants and hotels are only for the brave, but there are two hotels to be recommended—the Petit Palais (a beautiful palace with a garden) and the Grande Bretagne, which is very lively and not terrifically expensive. In addition to sightseeing and musing up on the Acropolis, there are golf and horse-races at Phaleron, motoring is reasonable, and Greek chauffeurs superb, though they never take their hands off their horns. Lacking a yacht, if you are a large enough party, it is not very devastating to charter small ones and meander off among the islands.

At Rhodes, there is a divine little hotel under the management of the Excelsior at the Lido, but less expensive. It is called the Villa des Roses, and it has excellent food and a lovely patio where one dines, a bar, and a beach with cabins. It is open all year long and costs about \$4 a day. In the winter months, the life in Rhodes is made up of a nice conglomeration of Italian naval officials, Anglo-Egyptians, and well-known merchants of the Near East. There is a good club to which foreigners are welcome, and there are bathing, tennis, scenery, sightseeing, and motoring on good roads. There is something faintly Bermuda-like about the look of it. At Crete, there is a quite possible hotel, the Hotel Minos on the quay, where you are served a delectable lemon marmalade with your breakfast tea (it's a nice white tea-service, but there is only one at the hotel, so you have to wait in turn). Make a round trip, if you go to the Cyclades, because the hotels are pretty Greek. (Continued on page 98)



*All for Beauty*



## *An Exquisite New Powder of Traditional Purity*

*Both superb quality and perfect balancing are necessary in your face powder if you wish your skin to stay ever fine in grain; always satin-smooth. Just as a powder in an off-tone will show, so a powder of coarse texture, of anything but the finest ingredients will distend the pores; draw the skin. In BEAUTIFYING FACE POWDER, a new HARRIET HUBBARD AYER addition, you have an exquisitely pure blend of medium weight powder. It becomes part of the skin . . . invisible, save for the natural bloom it imparts . . . imperceptible, but for the gardenia-like finish your skin retains always. In seven complexion-matched colors, and cased in a charming cream and gold container. \$1.00.*

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## E D E N A T A B A R G A I N

(CONTINUED FROM PAGE 76)

to the flavour of Majorcan days by lessons at four pesetas an hour from a Madrid professor—to avoid a Mallorquin accent.

Luckily, the almonds were late last year and did not reach their full glory until the end of February. In all the world, there's nothing more enchanting than the pageant of spring in Majorca when the heather is purple on the mountains, and the almond-blossoms are like a white drift over the island. White or faintly flushed with rose, they are etched against the dazzling blue of the sky, while underneath the trees is the vivid green of young wheat. It gives the flowers the most incredible setting—colour beneath and colour above. At sunset, the blossoms seem suddenly luminous in reds and saffrons.

The thousand-year-old olive-trees had a fascination of their own, and often under the gnarled trees, twisted into bizarre shapes in their millennial struggle for existence, the ground would be carpeted with wild narcissus—the youngest looking little flowers imaginable!

### IN A CARTHUSIAN MONASTERY

One of many expeditions was to Valldemosa, the suppressed Carthusian monastery where George Sand and Chopin found shelter and met hostility. The Majorcans would not associate with her because of her morals, even the native servants refused to work for her. In the chilly rooms which had been monastic cells, one sees her as the kind bourgeoisie, nursing the ill man, roasting a fowl, and writing furiously away on a novel which was to pay for their food. The irony of time is that the monastery which was shunned when she lived there is to-day a place of pilgrimage because it once sheltered her!

Even a fairer view than that seen from Valldemosa's terrace is offered by the Miramar coast. And not far from Miramar is Deyá, a centre for artists. From Deyá, it is a short run to Sóller, an adorable town that sparkles white and clean in the midst of its orange groves. The patios, fountains, and arches suggest its Moorish descent. Hotel accommodations are reasonable, and the Ferrocarril and Marina are said to be the best. Four miles away, Puerta de Sóller cuddles in its hills like a bee in a rose. It looks as if it were a toy harbour in a fairytale.

There's not time to tell of a dozen other excursions, but don't miss the Caves of Manacor. There are daily char-à-banc trips, but it is more satisfactory to hire an American car. Don't engage a car the day tourist steamers are in port, as the prices are higher.

When all efforts to appreciate beauty are lumped under the odious word "sightseeing," it takes courage to mention a cathedral—even though Palma's superbly situated cathedral has been called one of the four finest in the world.

While the Arab Baths, the Moorish Gallery of Almudiana, La Lonja, Bellver Castle, and the cloister of the thirteenth-century church of San Francisco are all interesting, perhaps one remembers best the narrow wind-

ing streets, the wide, carved eaves of the palaces, the alluring glimpses of patios and *zaguanes*.

To shop a bit: Majolica, glassware, baskets, mantillas, embroidered linens, Angora blankets, gloves made to measure at twelve pesetas a pair, hand-woven carpets, *tela de lengua*, a hand-woven blue-and-white fabric dyed with vegetable dyes, are some of the specialties. Manufactured pearls are a feature, and the native glassware is as effective as Venetian.

For pure idyllic charm, you must stay awhile at Puerta Pollensa. Here, one really leads the simple life. Everybody wears the native *alpargatas*—sandals made of canvas with hemp soles. There's a good beach at Puerta Pollensa, but the best beach of all is at Formentor, where the sole hotel de luxe of the island is situated and where the only golf course is now being seeded. The young Maharajah of Indore was there with his sixteen-year-old bride.

Of the five or six hotels at Puerta Pollensa, Mar i Cel, meaning "Sea and Sky," is an easy first. Single rooms facing the sea cost sixteen pesetas *en pension*, with delicious food.

Americans have discovered Puerta Pollensa, and half a dozen are building homes. English and Americans come from October through May, and people from Palma and Barcelona own cottages and come for the summer. Some of these private cottages may be rented from October until June, simply furnished, running water, two to four bedrooms, at an average price of two hundred pesetas a month. Servants' wages run from fifty to seventy-five pesetas. A bargain at El Terreno was a furnished villa with a view of the sweep of the bay at fifty dollars a month for the season.

An attraction of Puerta Pollensa is that it is a centre for excursions. One is to Alcudia across the harbour, a walled city that is one of the oldest in all Europe. When the Romans conquered the island in 123 B. C., Alcudia was the capital.

An Englishwoman who lives there to-day declared that her house is comfortably heated by braziers only. Last winter, she used three sacks of hard-almond shells, which are burned in braziers and give very little smoke. As the cost is a peseta a sack, thirty cents is not an extravagantly wicked price to pay for winter heat.

### EASTER IN MAJORCA

We were desolated at leaving Puerta Pollensa, but were advised to return to Palma for the Holy Week processions, which rival those of Seville, and for the Easter music in the cathedral. The organist is one of the very few great organists in the world, a priest who has refused all offers to go elsewhere.

After service, the whole population strolls along the Borne. The women look picturesque with their mantillas and high tortoise-shell combs, but nothing is quite so pretty as a dark-eyed Majorcan peasant girl in her bright *alpargatas*, with her modest dress and apron, her white net head-dress, *rebocillo*, a basket on her arm.



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At \$4—A handsome *Double Compact* of Dry Rouge and Powder; a distinctive *Indelible Lipstick* encased to match, an harmonious accompaniment to day and evening ensembles.

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At \$4.25—This Box unites the smart Marie Earle *Lipstick* with the matching *Single Compact* of dry rouge, and a dressing table box of Marie Earle *Face Powder*—six tones.

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At \$7.50—Marie Earle *Bath Perfume* which is quite a rare luxury: liquid perfume that softens bath water and imparts an enchanting fragrance which envelops the body. Contains sufficient for *twenty* baths. In addition, a box of Marie Earle *Dusting Powder*, jasmine scented; and Marie Earle *Jasmine Soap* (bath size).

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At \$12.50—Here's a marvelous "Make-up Box" with *all* the precisely-keyed Marie Earle Cosmetics—*Blanc Gras*, *Liquid Powder*, *Cosmetic Paste* (Mascara), *Paste Rouge*, *Eye Shadow*, and *Face Powder*—worked out in color harmonies for the *Blonde*, also the *Light Brunette*. *Titian*, *Grayhaired*, and *Dark Brunette* type harmonies also assembled.

It doesn't matter how young you are—even a *sub-deb's* face needs care! And when you become that important young thing—a *real* deb.—what with the whirl of luncheons and teas, dinners and *soupers*, rich foods and brief sleeping hours—your face really deserves the help of that matchlessly fine Marie Earle *Essential Cream*! Don't let the girls who've been out a year or two outwit you in skin loveliness! Do as they do—follow the rule of the *smartest* women on two continents—use the marvelously fluid, delicately-scented Marie Earle *Essential Cream*. It is "two helping hands for your face".

First, you apply it to *cleanse*, to flush out the pores, to bring a new purity to your skin. Then, you dip again into it, for a perfect *nourishing* cream. The longer a woman has lived, the more she needs it! For as one grows less active, muscles relax, wrinkles creep in. Marie Earle *Essential Cream* feeds back into your skin those necessary, nourishing oils. Imagine the *convenience* and *economy* of finding the pore-deep cleanser,



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## VOGUE'S ADDRESS BOOK

(CONTINUED FROM PAGE 94)

**HAITI.** Port-au-Prince seems very foreign as soon as you put foot on land—with its great, open, central market, brilliant with tropical fruits. There are two hotels, the Bellevue and the Montagne; both serve good food with a local flavour, which means lots of rice and millions of bananas. The country is unbelievably lush. You can rent charming little pink houses there for \$40 to \$75 a month, by asking the American Consul. You pay servants almost nothing, but don't treat them like slaves, or you'll have trouble. The life here is great fun, if you like navy men, to paint, to write, or to swim, to play golf or tennis or revel in scenery and magnificent vegetation. The clubs are cheap, and the American marines down there are hospitable, especially if you go with a letter. On Sundays, the natives cock-fight all day long, and it is fun to motor out to the little towns to watch them. Every one wears light summer clothes in midwinter, with warm coats for motoring, and there is a nice little place where you go for week-ends which begins with a K, with a hotel, very well run by a German.

**USEPPA ISLAND,** off the west coast of Florida, has a delightful little hotel which only holds fifty people. You get off the train at Fort Myers and take the boat out to the island. There are fishing and swimming and tennis, and the Gene Tunneys in season. The Myrtle Beach Club, at Myrtle Beach, South Carolina, is another nice place, and the club is a club in summer only, a hotel in winter. You disembark at a station called Conway and drive thence to Myrtle Beach. Shooting and riding, golfing and tennis are the order of the day. At Sea Island Beach, Georgia, the Cloisters is a good warm spot in midwinter, and ridiculously easy to get to. You can rent lovely little cottages there, completely furnished even to silver and linen, for about \$200 a month.

**CHARLESTON.** If you aren't stopping at Yeamans Hall or the Villa Margherita, there is a sweet little place here where you can stay, the Brewton Inn on Church Street. It is kept by two Southern ladies, Miss Hugenin and her sister, Miss Sally. They serve all the old Southern recipes, and one eats in a courtyard, reached through an old coach-house and shaded by wistaria, bougainvillea, and such. The accommodations in this little quiet heaven are limited.

**NEW ORLEANS.** If you should happen to run down here on a hen party, or have left your spouse sailing up at Pass Christian, the Christian Woman's Exchange on Saint Louis Street, strange as the name does sound, is an enchanting little place for a few days' stay. Big, high-ceilinged rooms with coal burning in the grates, a garden, and a breakfast room right off the garden, where you eat beside a roaring fire, served by an old mammy with a plaid cotton *tignon* twisted on her head. Eating at Galatoires, the Louisiane, or Antoine's (oysters Rockefeller), antiquing up and down Royal Street, and going out with friends in New Orleans are the chief sports of the spot.

**RENTING HOUSES IN MANILA.** If you just want to cut away completely and go to the East—Manila from October to March is one of the nicest places in the world. First, you will probably stay at the Manila Hotel, eating real mangoes and drinking champagne or old Spanish brandy in the evening. Then you'll find a friend of a friend—one always does in the East—and rent a house, a large one with a garden, view and all, for \$40 to \$100 a month. The oldest houses are the sweetest—Spanish style with the living quarters all on the second story, rattan furniture or old carved chests and brass gleaming from countless rubbings of coconut-oil. You pay a number one boy (the majordomo) \$15 to \$25 a month and the others less, down to the yard boy who will work for nothing for a place to sleep. Each servant is allowed from 10 to 20 cents a day on which he feeds himself, and, between them, they run your entire life, from laying out your clothes to gardening and cleaning the car. The Polo Club is the club to join, the Army and Navy is nice for bachelors, the British Club is sedate with fine grass courts, the Caloocan for golf, and the Spanish club for colour and Carlos Primero brandy. The people who live out there are the most hospitable people on earth. There are dinners in moonlit gardens with flashing bamboo torches, dancing at the hotel, luncheons that are not always—praise be—hen parties, receptions at the Governor's palace, and then off in the mountains at Baguio, there is riding, if you can tear yourself away from the mint juleps and golf on one of the best golf courses in the world.

**THE WEST INDIES.** The celebrated cruises to these enchanted islands of the western hemisphere are down in price and seriously enough down so that they are worth almost any one's investigating. Kingston, Jamaica, is a nice place to get off and linger. Kingston with its slightly dingy British air, its extravagant sub-tropical greenery, and the surprising Oxford accents of its toothless old Negro carriage drivers. Who can forget the Planters Punch at the Myrtle Bank Hotel there? In another part of the island, at Port Antonio, the Titchfield Hotel is a pleasant spot for a long stay. Martinique is not good for regular boys and girls, in that there are none of the regular blisses on the national bill of fare, but for those who like to paint and for those who acquire a taste of its colour local at the Colonial Exposition in Paris this summer, here is an inexpensive paradise, and there are descendants of the slaves of the Empress Josephine, who are wonderful subjects for bad or good water-colours, because they wear, believe it or not, cut-work white petticoats with bright coloured over-dresses hooped up on their heads. At San José, in Costa Rica, way up in the mountains, after six hours' climbing by train from the sea, you come on the new Le Gran Hotel with a marvellous orchestra playing in the lobby, and very good food. San José itself is a nice old town with a fascinating market and a beautiful old opera-house, which is worth going there to see in itself.

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## S E E N O N T H E S T A G E

(CONTINUED FROM PAGE 57)

tells the sad, but true tale of the rest of this fortnight's offerings. The talents of a dozen performers wasted on unworthy material.

The reason seems to be that authors and managers, while hazily aware that the violent, the slap-bang, the wise-cracking, and the photographically realistic have passed, or are passing rapidly, and a tenderer, more graceful mood has seized the world, are yet reluctant to abandon the type of play on which they prospered. So they compromise. And compromise is *per se* the foundation of failure. If they would but examine their own processes, they would discover that they themselves reflect the present condition of the popular taste: their desperate fidelity to the thing which brought them prominence and fortune is nothing more or less than a sentimental obsession. Or stupidity—and surely those who have the temerity to accuse them of stupidity are, to be charitable, irresponsible.

"Lean Harvest," the drama whose title serves as a label for the recent two weeks, is beautifully done and not worth doing. Ronald Jeans, who wrote the first "Charlot's Revue," has chosen for his theme a frayed platitude—money is not everything—and has told it gauntly, without imagination. Suave, swift, often sparkling dialogue does not hide the bareness. Nor does the injection of dream stunts. Nor skilful direction. Nor the atmospheric, finely designed and executed scenery of Lee Simonson. Nor four exceptional performances.

Leslie Banks, an actor of skill, resource, and an ingratiating personality, plays the country boy who comes to London and rises to dizzy financial heights, with sincerity, passion, and power. He has that quality which, because so many of our players lack it and great numbers of Englishmen possess it—often in excess—we have come to consider a British monopoly: the vague thing known as "Manner." He knows when and how much to rely on it. Nigel Bruce is equally well endowed and schooled. Leonard Mudie makes a difficult part appealing. And Vera Allen, especially in her latter scenes, is lovely and forceful.

### "A Church Mouse"

Ladislav Fodor, the Hungarian playwright, appears to be considered in certain circles the big discovery of the season. Chester Erskin adapted, produced, and staged his "I Love an Actress," which struggled through a couple of weeks and then gave up. A young producer is about to put another Fodor opus in rehearsal. And the Playhouse is now occupied by his "A Church Mouse"—a thin, obvious, unglamorous treatment of the Cinderella story. It is shamelessly padded, poorly motivated, and directed with all the spontaneity of the tenth consecutive game of chess.

Ruth Gordon enacts the leading rôle. As every one knows, this young actress is diminutive and far from pretty, has a breathless, hesitant, touching way of speaking—in short, is enveloped in pathos. That serves her well during the first half of "A Church Mouse." But, about the middle of the

second act, she dons what purports to be a smart evening gown (unfortunately just an ungraceful and very sparse covering) and is supposed, presto, to be transformed into a dazzling, irresistible Siren. Instantly, the sympathy evoked by her homeliness, accentuated by high, button shoes, rough stockings, and a cheap, drab, black frock, vanishes. And, when the men surrounding her expatiate rapturously on her great beauty, you can not believe it or them. Miss Gordon is a gifted actress, but not a genius, and nothing short of genius could conquer the handicap she has deliberately set herself.

### "The Sex Fable"

For his second production of the autumn, Gilbert Miller has chosen Edouard Bourdet's "Le Sexe Faible" and, for some inexplicable reason, calls it "The Sex Fable." That, however, is but one of many inexplicable things about the venture. The comedy as revealed at the Henry Miller sprawls, is filled with extraneous and not amusing matter, matter which in French to a French audience would be highly diverting—for one thing, the gaucheries that come from a South American's struggle with the Gallic tongue. Would a French audience find any fun in a conversation between a nasal New Englander and a mellifluous Southerner, or in the joke about Boston? Another thing that hurts the play is leaving in it the affairs of the oldest of the three brothers—it would be immensely helped if he were eliminated from the fable altogether, if Madame Leroy-Gomez had but two sons who were reared to be, in a manner of speaking, attractive so that they may make "good" marriages.

Both Monsieur Bourdet's theme and his treatment of it are delightful. Jane Hinton, the adapter, and Mr. Miller must be held responsible for its failure; if they had realized the difference in comedy values between American and French audiences and had cut the play accordingly, they would undoubtedly have had a success.

Without the slightest touch of vulgarity or unpleasantness, Monsieur Bourdet reverses the sexes. Madame Leroy-Gomez's boys have been trained to be the sought, what we call gigolos. They strive to be as alluring as possible—and wait; they capitalize a charming helplessness; they play on the protective instinct of the girls they meet. It can readily be seen how much mirth such a subject could yield if it were never permitted to degenerate into distasteful, inverted "sex stuff." "The Sex Fable" never does that. But because it contains quantities of material which could appeal only to the French sense of humour, its comedy comes to New Yorkers in "fits and starts."

Mrs. Patrick Campbell has but one brief scene and that is in the second act. She extracts so much from it, puts so much into it, that during the rest of the evening one waits, even longs for her to reappear and is disappointed. The omnipresent maître d'hôtel, Antoine, by far the best rôle in the piece, is played by Ronald Squire with exquisite (Continued on page 102)



DELMAN

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SUVA CLOTH...in an exclusive-with-Delman weave called "Pastelette"...fashions this smart new sandal with a distinctly Southern accent. Delman's flair for design was spurred on by the unusualness of this cool, open-weave material, and never...well, hardly ever...has he created a more fascinating shoe.

BENCH-MADE, ENTIRELY BY HAND

Pastelette Suva Cloth gayly trimmed with an interlacing of pastel blue and pink silk kid—the perfect shoe to complement any frock.

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## HOLIDAY FUN!

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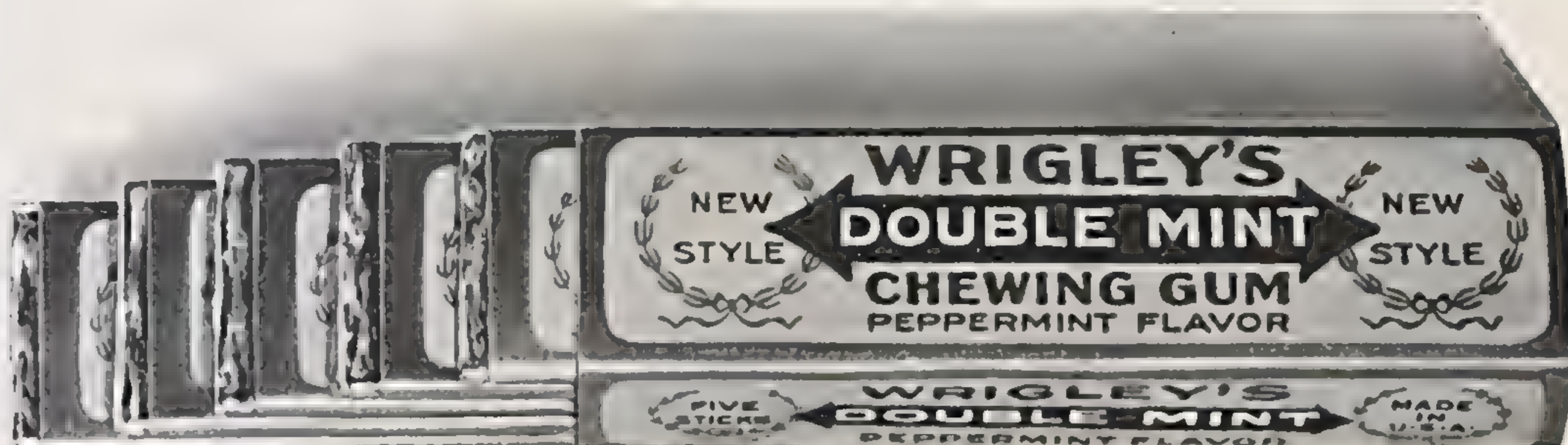
AND CHARMING PEOPLE



ALTHOUGH smartness and beauty depend much upon cosmetics, there is yet to be invented a cosmetic for your teeth, or a make-up which takes away tense lines. But there is always **DOUBLE MINT**, the chewing of which before any social engagement relaxes the delicate microscopic muscles of the face. Besides this, the gentle exercise makes for healthy, flashing teeth. More chewing is a paramount necessity today, recommended by Scientists, Dentists, Doctors and Beauty Specialists.



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# WRIGLEY'S



## IT'S ON PAGE

### Automobiles & Accessories

Fisher Body Co.....Facing	89
Fisher Body Co.....	89

### Beverages

Cliequot Club.....	85
--------------------	----

### Candies & Foods

Calavo Growers.....Facing	16
Campbell's Soups.....	75
H. J. Heinz.....	96
Robert A. Johnston.....	96
Whitman's Candies.....	30
Wrigley's.....	101

### Cigarettes

Lucky Strike.....Back Cover	
-----------------------------	--

### Fabrics

Du Pont Rayon.....	12
Forstmann Woolens.....	6
Viscose Co.....Facing	104

### Hotels & Travel

Californians.....	22
Castle Harbor Hotel.....Facing	17
Thos. Cook.....	24
Cosulich Line.....	24
C. R. I. & P. Ry.....	24
Cunard Line.....	17
French Line.....Facing	1
Hawaii Tourist Bureau.....	19
International Mercantile Marine..	21
Lloyd Sabauda Line.....	22
Monte Carlo.....	23
National Hotel of Cuba.....	24
N. G. I.....	15
Railways of France.....	24
Travel Directory.....	18-19
Union Pacific System.....	19

### Jewelry & Silverware

Gruen Watchmakers Guild.....	13
Joseph H. Meyer Bros.....	98
Reed & Barton.....	4
Tiffany & Co.....	1

### Millinery

Dobbs.....	9
------------	---

### Ready-to-Wear

Jantzen Knitting Mills.....	82
Sterling Co.....	103

### Schools & Camps.....14-15

### Shoes

Delman Shoe Salon.....	100
------------------------	-----

### Shoppers' & Buyers' Guide 25

### Shops

B. Altman.....	7
Henri Bendel.....	11
Bergdorf Goodman.....	81
Best & Co.....	5
Bonwit Teller.....	3
Burdines.....	8
Fairyland.....	26
Mrs. Franklin.....	90
Nat Lewis.....	92
B. Manuel.....	26
Saks-Fifth Avenue.....	28
Sattler's.....	26
J. Schaeffer.....	26
Shoecraft Shop.....	26
Charles Walnut.....	26

### Telephone Service Arrangements

American Telephone & Telegraph Co.....	104
--	-----

### Toiletries

Elizabeth Arden.....	83
Harriet Hubbard Ayer.....	95
Caron Corp.....Facing	88
Cheramy.....	93
Coty.....	78
DeVillhiss Atomizers.....	88
Marie Earle.....	97
Dorothy Gray.....	99
Houbigant.....	77
Jaquet.....	27
Kotex Co.....	87
Ferd Mulhens (4711).....	80
K. Murray.....	98
Pond's Extract Company.....	79
H. Rubinstein Preparations.....	91
Schiffelin & Co.....	102
Yardley & Co. Ltd. (Lavender)....	2
Yardley & Co. Ltd. (Orchis).....	10

While every precaution is taken to insure accuracy, we cannot guarantee against the possibility of an occasional change or omission in the preparation of this index

## SEEN ON THE STAGE

(CONTINUED FROM PAGE 100)

suavity and full appreciation. All of the others in the long cast are exceptionally well selected and equally well directed.

### "The Cat and the Fiddle"

Max Gordon, who made us his debtors by producing "Three's a Crowd" and "The Band Wagon," should apologize humbly for his latest—"The Cat and the Fiddle." For this "musical love story," Jerome Kern has composed a score lovelier, more liquid, more nostalgically charming than our theatre has heard for many a year. And Gordon has permitted Otto Harbach to affix a book to it that the most mechanical music-maker of Tin Pan Alley would accept as his "stuff." A book replete with cheap gags and wisecracks. Every time the orchestra plays, an entrancingly romantic mood is created, and we feel sweeping over us the lyric sentiments that the tuneful operettas of the old days engendered; but, each time it stops, the mood is instantly dispelled by raucous striving for easy laughs.

Having dispensed with a chorus, Gordon probably felt he had been sufficiently radical and for the rest had better cling close to the tried-and-profitable. It evidently did not occur to him that what is profitable in one period and milieu might prove distinctly unprofitable in others. For if he had provided a libretto, romantic, even sentimental, no matter how thin or obvious, that would not actually conflict with the enchanting music, he would unquestionably have had a success of the proportions of "The Merry Widow," "The Chocolate Soldier," "Babes in Toyland," or "Show Boat." As it is, the Kern music will sweep the country and overseas, but whether it will be popular encased in "The Cat and the Fiddle" remains to be seen.

Neither money nor care has been spared on the production. The settings, designed by Henry Dreyfuss, are rich, in excellent taste, and they catch the mood of the music. The costumes also. The cast, while not distinguished, does its work well. Eddie Foy, junior, and Doris Carson are droll, and they dance with delightful abandon. Bettina Hall, Georges Metaxa, and Jose Ruben would contribute much to the pro-

ceedings if the libretto did not negate most of their efforts.

### "New Chauve-Souris"

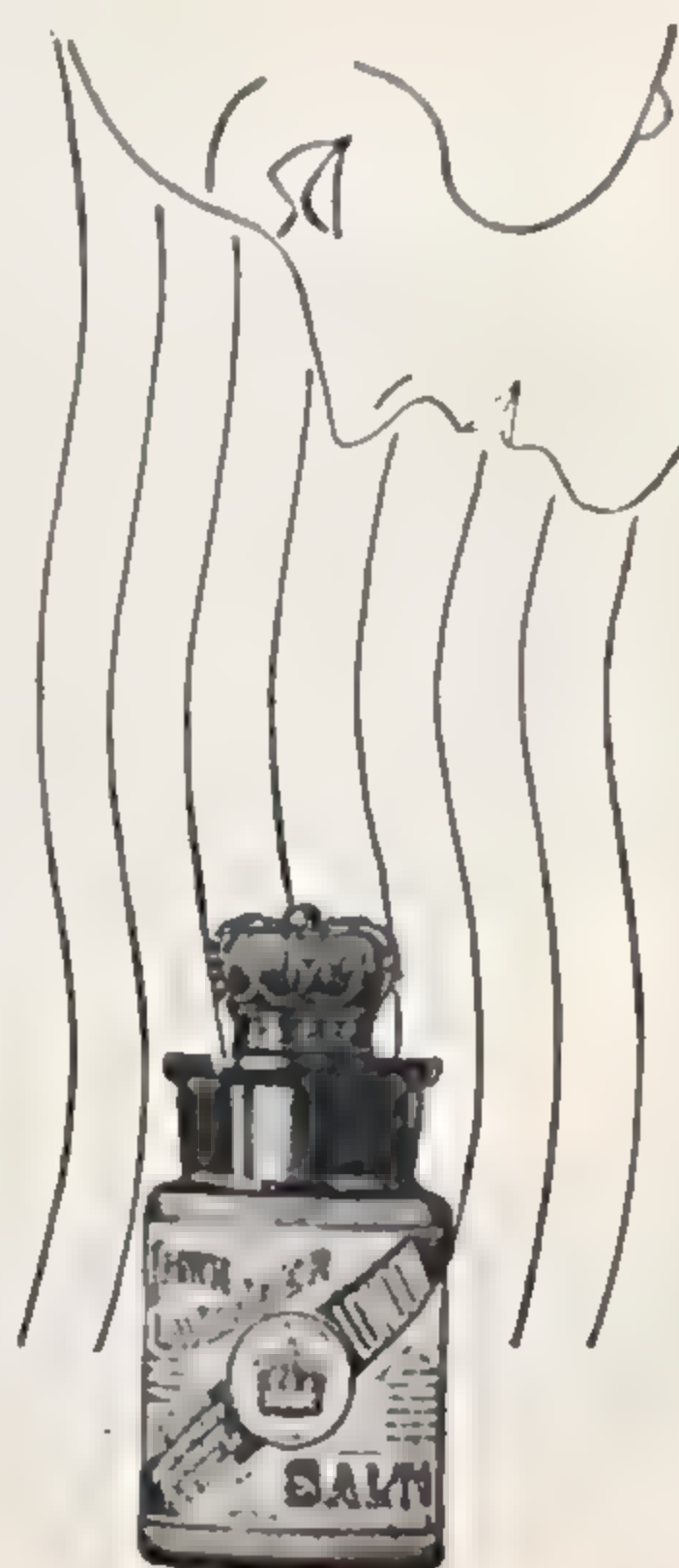
Balieff's "New Chauve-Souris," which Morris Gest has brought to the Ambassador, suffers much from the same thing. It is divided into three parts. The first, "A Romantic Adventure of an Italian Ballerina and a Marquis," although it uses music from Mozart and has a "Ballet Gallant" designed and produced by Boris Romanoff, makes only a mild impression. The second, called "The Queen of Spades," is described in the program as "A Fantastic Story in Eleven Tableaux after the Story by Alexander Pushkin;" it endeavours to be tragedy, is bombastic, and hovers always perilously close to the ridiculous. Of the third, "A Musical Buffonade Inspired by Airs of Offenbach and Lecocq," the best that can be said is that it manages to be mildly charming. The rotund Balieff has lost none of his diverting, diffident tricks in the nine years since he first captured New York's fancy—and has gained none. Consequently, his antics are too familiar to call forth laughter—merely mild chuckles.

### "Everybody's Welcome"

The third musical show of the fortnight, "Everybody's Welcome," is bright, but usual. Six featured players provide its chief raison d'être: Frances Williams, whose "line" is as amusing as ever; Oscar Shaw, energetic, attractive, adept; Harriette Lake, agreeable, but not exciting; Jack Sheehan, whose every utterance and movement "hits the mark;" Cecil Lean, a dependable comic; and finally Ann Pennington, whose sauciness does not decrease with the years—even the Southern drawl she affects fails to lessen it.

The book of "Everybody's Welcome," taken from last season's comedy "Up Pops the Devil" and omitting the best episodes, is crowded with poor "gags" and is, except at rare intervals, routine. Half a dozen of Sammy Fain's songs are "catchy."

• In the death of Arthur Schnitzler, the world theatre has lost a fine dramatist, who was also a poet and an artist—one of the finest of our time.



## Magic FRAGRANCE!

The pungent fragrance of Crown Lavender Smelling Salts acts like magic in relieving ordinary headache. Clears the head, steadies the nerves, counteracts faintness and weariness. Sizes for dressing table and purse. Sold everywhere. Schiffelin & Co., 16-26 Cooper Sq., New York.

CROWN LAVENDER SMELLING SALTS



# ADVANCE TRADE EDITION OF VOGUE

## A SPECIAL SECTION FOR MERCHANTS

The purpose of the Trade Edition of Vogue is to summarize all the information contained in the magazine in brief and practical terms.

It also anticipates, with advance news and illustrations, trends that will affect the merchandising of future fashions. This material will not reach the public until succeeding issues of the magazine.

## THOSE ELIGIBLE FOR TRADE SUBSCRIPTIONS

Retailers, manufacturers, and advertising executives are entitled to receive the Trade Edition of Vogue if their subscriptions are placed direct with the publisher—not through any agent or agency.

Trade subscribers are also invited to consult us, either in person or by letter, on questions of fashion, merchandising and promotion. For information write Vogue Editorial Service Bureau, 420 Lexington Ave., New York City.

**DECEMBER 15, 1931**

## POINTS ON CURRENT FASHIONS

There are certain things which, at the present moment, are worthy of exploitation. The subjects suggested here are only a glimpse of this very fertile merchandising field. Every department should be analysed monthly for the merchandise that it has or should have to meet the shifting buying impulses of each community.

Do not make the mistake of becoming hide bound in your promotional plans. The success of an advertisement one year does not necessarily guarantee a similar happy result the following year.

And another thing—don't make unalterable plans too far in advance. The store that is always in a position to act quickly on a new fashion hunch has the advantage.

## HALF SIZE DRESSES AND COATS

During the past few months, several stores throughout the country have made some interesting investigations on this subject of half size dresses and coats. It has brought to light a fact of which we have probably always been indifferently aware. That is, that an amazing number of women require not standard, but special or half size clothes.

There is a great deal of business to be done in such departments by stores who take some initiative in the matter and work intelligently with manufacturers so that the demand may be met with clothes that not only fit adequately but which are also smartly styled.

## HATS IN LARGE HEAD SIZES

It is still a difficult matter in many stores to find a good looking hat in anything but small or medium head sizes. Numbers of millinery departments continue to believe that large head sizes are worn only by mature women.

The store in any community that establishes a reputation for having smart hats in all head sizes should reap considerable reward, because there is a very real need for bigger and better sizes in millinery. And for the few stores who cling to the idea that a matron's hat is a special kind of high crowned, high riding atrocity, the illustrations on pages 70 and 71 prove that the smart older woman has no inhibitions about her hats.



# LATEST PARIS CABLE

RODIER COTTON SERIES REPEATING WEAVES OF SUCCESSFUL WOOLLENS. STOP AP-  
 PEARANCE SIMULATES EFFECT OF WOOLLENS IN WEIGHT AND COLOUR. STOP COM-  
 PAGNIE DES INDES MAKING NEW COTTON EVENING LACE OF HEAVY EMBROIDERED  
 FLOWER MOTIFS ON LIGHT MESH, SMART BECAUSE DULL. STOP KNITTED AND CRO-  
CHETED COTTON, SUCH AS SHOWN BY SCHIAPARELLI AND YRANDE, FURTHER DEVEL-  
 OPING FOR BEACH SHIRTS, ENCRUSTED YOKES ON MORNING DRESSES AND SPORT  
 PULLOVERS. STOP NEW HEAVY COARSE HALF COTTON HALF LINEN WITH UNEVEN  
WEAVE EXCELLENT FOR SPORTS AND BEACHES. STOP IT IS NEARLY UNCRUSHABLE,  
 IS MADE IN PLAIN, DAMASKED AND MIXED WEAVES, AND IS EXCEEDINGLY SMART  
 WHEN PRINTED WITH OLD FASHIONED LINEN STRIPES REGULAR WIDTH, IRREGULAR-  
 LY SPACED. STOP NEW COTTON DUVETINE HAS LOOK AND TOUCH OF WOOL AND IS  
GOOD FOR PYJAMAS. STOP PIQUE IMPORTANT. STOP POPULAR IN TINIEST RIB,  
 SMARTER IN WIDE RIB IF UNUSUALLY FLAT. STOP SPECIAL VERSIONS PIQUE FOR  
TRIMMING WOOLLEN DRESSES HAVE TINY MIXED TWO-COLOUR MEN'S SUITING  
WEAVES AS HERRINGBONES, LOZENGE. STOP BASIC COLOURS FOR ALL COTTONS  
LIGHT VIVID RED, SALMON, DEEP ROSE, MEDIUM BLUE, STRAW YELLOW, APRICOT, JADE,  
DARK GREEN, NAVY, DARK RED. STOP EVERYBODY'S WOOLLENS CHIEFLY PLAIN, EVEN  
 FOR SPORTS. STOP INTERESTING GRANULATED WEAVES, OFTEN THROUGH COMBINA-  
 TION FINE AND THICK THREADS. STOP ROUGHNESS OFTEN INCREASED BY MIST OF  
 LONG WHITE HAIRS. STOP MANY INTRICATE OPEN WEAVES RESULT IN THICK UN-  
 TRANSPARENT FABRIC. STOP GENERAL USE OF TWISTED THREADS. STOP SOFT  
 WOOLLENS WITH KNITTED LACE WEAVE SEEM HANDMADE. STOP MOST WOOLLENS  
BETTER IN COLOURS. STOP EXCEPTION SMART LIGHT WOOLLENS WHICH ARE FLAT  
AS SILK CREPE USED FOR BLACK AFTERNOON DRESSES BY LANVIN IN PLAIN  
 WEAVES, BY MAINBOCHER IN FACONNE. STOP NEW LACE TRADE PROSPECTS IN WOOL  
LACES FOR DAY WEAR, WITH VERY CLOSE MESH, RESEMBLING SLIGHTLY OPEN WEAVE  
 WOOLLENS. AND LENDING THEMSELVES TO SAME USE IN MORNING SPORTS COATS,  
 DRESSES. STOP OTHER EXAMPLES WIDE MESHED MORE OBVIOUSLY LACE GOOD FOR  
BODICE ENCRUSTATIONS AS AT SCHIAPARELLI, GOUPY, BRUYERE OR ENTIRE DRESS-  
ES GOUPY. STOP MANY WOOL TULLES SHOWN WITH CLASSIC OR INTRICATE ROUND  
 OR SQUARE MESH, BEST IN FINEST AND MEDIUM.

Cottons

Woolens



# PARISCOPE

Sketches which reflect the latest fashion whims of those smart Continentals who are the pace makers of the mode. On this page four important trends are emphasized—the chic of long evening wraps in dark colours with high neck closings—simple theatre costumes—beige, and higher waistlines for day.



## SIMPLE THEATRE MODE CHIC

Left. Mrs. Fellowes in long sleeved black velvet dress and brown sealskin cape that suggests the mode of 1900.  
Center. Pink velvet blouse, black velvet skirt, short white gloves.  
Right. Sapphire blue velvet evening suit with mink trimmed jacket.



## LONG WRAPS IN DARK COLOURS

Left. Sapphire velvet with tight sleeves and choker collar of silver fox. Worn by Mme. Larivière.  
Center. Mrs. Fellowes in Patou coat of blue velvet with silver fox.  
Right. Brown fur on a black wrap buttoned high at the neck.

## VIONNET MID-SEASON MODELS

Left, a high waisted effect through drawn thread work. Paris taxi red.  
On the right a one piece dress of beige broadcloth with removable neck-piece of summer ermine.





# TO CHECK DECEMBER 15th VOGUE

**Coats.** Page 42. Diagonally striped woollen is used by three smart travelers. The mannishly cut model at the upper right is of beige and brown tweed. Brown is important now and will continue to be next spring. It is used in a beige fur-lined Jane Régné model and in the ensemble from Augustabernard on the same page. The chic of shaggy brown seal on a traveling coat is to be noted in the coat of this ensemble.

A full length cape bordered with seal to match a classic sports suit in beige and brown is very smart. This and the double breasted green coat next are from Lanvin Sport.

Page 43. Beige is increasingly important. Schiaparelli's No. 1007 in this colour has a long collar of deep-piled golden brown seal.

Bruyère makes two excellent models. "Mercure" is a deep evergreen woollen with a scarf of white shaved lamb that slips under the collar and buttons in place.

"Départ" is a pebbly brown woollen coat with a rust wool gilet buttoning over a brown wool scarf.

The current interest in leopard is shown in Maggy Rouff's "Framboise."

Beige appears again in O'Rossen's smart ensemble at the lower left. The woollen top-coat matches the skirt and the cuffs match the short brown pony jacket worn beneath.

**Millinery.** Page 36. The Florentine beret has already achieved fame in the world of hats. The model illustrated from J. Suzanne Talbot is a disk of woven felt strips worn flat against the side of the head. It is pierced by red and blue quills pointing down to the shoulder.

Page 37. "Rigoletto" from Talbot scores two good fashion points with its black quill shooting high at the back and its little veil not quite covering the nose.

Page 70. Smart hats for the older woman are a real problem. The Suzanne Talbot model at the upper left of the page sits well down on the head and is suitable for motoring or travel.

At the upper right is illustrated a sports hat of the kind an older woman will find becoming.

A new version of the "Gigolo" hat from Reboux has the new mounting height in back. Look for it at the extreme left of this page.

Page 71. The hard brim of the sailor is often extremely flattering to the woman past forty. The Reboux model illustrated is of deep purple felt with moiré ribbons.

**Dresses (Evening).** Page 38. The décolletage worn everywhere by

smart New Yorkers is high in front—low in back. This is illustrated by Mainbocher's white chiffon dress with a bustle effect of white satin ribbons looped to the waist-line. The gossip notes on this page discuss evening fashion as sponsored by smart women.

Page 39. A jacket of white bagheera has brevity and interesting sleeves. It is worn with a sweeping black dress of Schiaparelli's crinkly crêpe—the success of the season.

**Dresses (Afternoon).** Page 68. The leg of mutton sleeve is very smart for afternoon wear. Red Alençon lace is inserted at the elbow of the dull black crêpe model shown at the lower left. Callot's long velvet dress is in the dark prune-brown shade that is so becoming with red, blond or grey hair.

A versatile costume is made of dark green marocain and lamé. With the long-sleeved tie-around jacket it is smart for afternoon; without it the short-sleeved lamé topped dress is suitable for informal evenings.

Page 69. The feeling of a higher waistline is achieved by cut and shirring in a crêpe dress of bright sapphire blue.

Dresses combining two fabrics are particularly successful for afternoon.

The blouse dress illustrated has a lamé top and black crêpe skirt and sleeves.

**Sportswear.** Page 52. A typically Norwegian ski suit is of navy gabardine or cheviot, not quite as bulky as last year's. The jacket is shorter and more trim and the lapels are wider. A very smart Alpine ski suit has green and beige checked knit trousers and a sleeveless green suède jacket.

The windbreaker suit is a great success. A grand example is of corduroy with the bulky windbreaker yanked into a tight waistband. A widely belted Russian overblouse contrasts with the trousers. It is very smart in dark green and dull orange. Page 53. A cadet jacket of brown suède is amusing for skating or skiing.

A brown suède skating suit has a jacket and skirt that button straight up the front.

A baby bonnet, scarf, gloves and socks are of vividly striped wool.

The notes on this page should be useful in sales promotions.

Page 54. In Palm Beach pyjamas are worn even for shopping in town. A very smart costume has navy flannel trousers, jacket and white crêpe blouse.

White bathing suits will have great popularity. A very new looking one is of corduroy cut to the waist in back; another smart model is of white tweed.

The Palm Beach notes on this page give the high points for Southern Fashions. Page 55. A coat of white corduroy is the perfect choice for the south. The model shown is collarless and hugs the ribs nicely.

A suit of the indispensable sort is of white rough surfaced silk. Tailored simplicity is the keynote of Southern chic. Seersucker is used with great success in a frock of blue and white stripes.

Candy stripes are the latest things to be resurrected. They are used horizontally and vertically in a model of red and white woven linen.

**Toilet Goods.** Page 61. A timely item for the South is sunburn oil in a gay case to be slung over the shoulder.

A manicure group is in little bottles that are reproductions of Chinese snuff bottles.

An amusing novelty is a razor with an electric light at its end.

Smart new perfumes from Houbigant, Worth, Peggy Hoyt and Lenthéric are illustrated on this page.

**Luggage.** Page 42. Luggage from the French makers illustrated include a shoe trunk from Au Départ, Hermès trans-atlantic wardrobe trunk and a very smart golf and umbrella bag. From the same maker are a plaid case and a phonograph record container.

Page 66. An ensemble of luggage from the same maker looks smart and is easy to identify. The one illustrated includes a large wardrobe trunk, one of taxi size, a hat box and a duffle bag, smart and practical with its Talon fastener.

A blue écrasé leather dressing case has a black suède cover.

Page 67. A hat and shoe trunk is splendidly designed for its purpose. A trunk with doors has a lock that opens by combination.

**Bags.** Page 58-59. Fourteen bags in the five and ten dollar range are illustrated as smart gift suggestions.

Page 60. A charming bag of black velvet has a pearl bow.

Very ornamental is a marcasite clasp on a black velvet afternoon bag.

**Jewellery.** Page 39. A clip loops up a train. Another practical use for this smart bit of jewellery.

Page 58. Amusing new bracelets are of gilt and silver wire.

Wood and silver clips are smart with sports costumes.

A normal sized comb pops out of an alligator case.

Page 59. Combs are being worn again. One of pearls and rhinestones is shown.



## FASHION POINTS—

Quotations from the editorial pages of Vogue. Introduced by "Vogue Says", they may be used to increase the fashion authority of your advertising and displays. The entire contents of Vogue, including these fashion points, are copyrighted 1931 by the Condé Nast Publications, Inc.

### For the sportswear buyer:

Vogue says: "Suède jackets are creating a furore."

Vogue says: "Corduroy is not only chic, but inexpensive."

Vogue says: "Cotton triumphs in divers ways."

Vogue says: "The white crêpe dress is supremely smart, worn with brilliant jackets, scarfs or coats."

Vogue says: "Red and white stripes, like old fashioned peppermint candy, are smart."

Vogue says: "Plaid linen will cut a wide swath in Palm Beach this year."

Vogue says: "The average smart woman who lives in Palm Beach has about three bathing suits."

Vogue says: "You can bank on a white rough-surfaced silk suit to net you a lot of chic in Palm Beach this year."

Vogue says: "Hip length, short-sleeved sweaters are everywhere."

### For the coat buyer:

Vogue says: "A white corduroy coat is one of those things you can't get along without any place down South."

Vogue says: "It is chic to wear masculine top-coats in navy-blue or white slung around your shoulders, as Italians wear their rain coats."

### For the luggage buyer:

Vogue says: "Nothing makes travelling easier than a duffle bag."

### For the dress buyer:

Vogue says: "Softly patterned lamé would brighten any winter afternoon."

Vogue says: "We Americans have a warm spot in our hearts for the afternoon dress."

### For the millinery buyer:

Vogue says: "Nothing is more becoming than a black velvet hat when one has white hair."

Vogue says: "The hard brim of the sailor is often the most becoming line of all."

### For the fabric buyer:

Vogue says: "Clear aquarelle shades are the colours to keep your eyes on—orchid pink, palest water-green, shell pink, shrimp coral."

Vogue says: "Crinkly crêpe is the rage of the season."

## PROMOTIONS AT A PROFIT

### Sell Your Customers Type Diagnoses

To say that the vast majority of women want to look smart but fail to do so is a conservative statement. The two reasons responsible for most of these failures are (1)—A lack of ability to see themselves as they really are physically. (2)—An inability to assemble the various parts of a costume harmoniously.

While the idea of type diagnoses may not be entirely new and while it may also not always have proved a successful experiment in stores, there still remains a great need for it. The secret of doing it successfully is, of course, to get the right person for the job. She must be a person of great chic and tact, with a practical rather than a theoretical knowledge of the complex clothes problems.

Once having installed such a person as part of the fashion equipment of your store, it should be a very easy matter to sell type diagnoses. The great advantage of such a plan is that, once you have convinced a woman of your ability to perform this service for her, you have made of her a steady customer who will resort to you for all her clothes instead of shopping around for them.

The type diagnostician, however, should not be a glorified shopper. Hers should be a dignified position and her prescription should be given in a written form to be kept by the customer and filled out by the sales people. To make this practical, she should conduct sales training classes periodically and stocks should be analysed regularly so that merchandise can be classified generally for certain basic types. Then, after a diagnosis has been made and a costume bought accordingly, it should be submitted for her approval. The series of type formulas which have been appearing regularly on page VIII of the Trade Edition should be good material for this undertaking.





## CHIC FOR NORTH OR SOUTH

The Olympic Games at Lake Placid will take place from February 4th to 13th. This is a sports event that is attracting wide spread interest and it offers stores an excellent excuse to promote more than ever clothes that will be needed for various cold weather activities. If you have never before had a winter sports shop in your store, now is the time to go in for one.

Those who prefer to follow the sun will pursue it this year not only to Palm Beach, but on the numerous different cruises that steamship and hotel companies are making so inexpensive and appealing. There is a determined movement under way to promote the winter travel season. Smart shop keepers who realize this will swing into line and provide fashions for the occasion. Be sure to read the travel article on page 33. It contains many promotion tips.

- Right figure, top. Bright red wool jersey shirt from Knize. Its round neck is good and high to keep out the snow.
- Center figure, top. "Bul-gage", a gay, plaid sweater from Hermès.
- Left figure, top. The man-nish ski costume is the es-sence of good form. Man's shirt with cravat. The newest berets are crocheted. Knize.
- Large center figure. Waist-coat of canary yellow broad-cloth with matching scarf. Besse. Cap, Régny.
- Next figure, right, is wear-ing Patou's "Chamonix". Red broadcloth vest.
- Lower right. Hermès "Al-berg". A knitted sweater with slide fasteners at neck and cuffs.
- Foreground. Marie Bel-lair's jersey cap. Scarf, Knize.
- Southern fashions shown below. Top figure, left. Yrande's bolero dress, "Tan-jarina". Hat, Rose Valois.
- Top figure, right. Régny's "Midget Golf", in beige wool.
- The lady with the ball wears plum coloured pyja-mas. Her red belt from Her-mès has white piqué tongue.
- Large figure, left center. Yrande's red woollen shift can be slipped over any plain white dress.
- Lower left, handkerchief tops to pyjamas are smart.
- Lower right, Hermès horse's bit belt buckle is the point of interest.
- Foreground, Rose Valois' "Quidam", a hat and scarf set. Just the thing to give colour to sports clothes.





## DOUBLE DUTY COSTUMES

It's a wise store that understands the buying psychology of its customers. In times like these, every purchase is carefully weighed in the balance for its usefulness. Show a customer how to make one costume do for two and you have made a friend for life. You also stand a much better chance of selling her a more expensive ensemble that will withstand such hard service.



• Above, eggshell blouse, black crêpe skirt, felt hat and simple accessories for town or office wear. With lamé blouse, no hat and formal accessories for theatre and similar evening wear.

• Above and to the right below, a dark red lace dress worn two ways. Without cape, but with cut out sandals and elaborate jewels, formal. With cape and simple accessories, informal.

• Right above, a versatile tweed ensemble that, with a little ingenuity can be made to do for general or active sports wear. With its jacket, brown Cuban heeled suède and leather shoes, knitted beret and wool bag for town. Without jacket but with cashmere sweater, ghillie golf shoes and brimmed felt hat it becomes a perfect active sports costume. This page suggests a sound plan for those who travel light.



## FASHION FORMULA FOR GIRL IN HER TEENS

**THIS IS THE EIGHTH FORMULA  
IN THE SERIES. KEEP THEM ON  
FILE TO HELP SALESPeOPLE.**

This year, if you are beginning to pick out your own clothes, the more loyal you are to trim looking effects, the more charming a girl you will be.

First of all, remember that sports clothes are the type for you to wear by day, whether you live in town or in the country. If you can find a well-cut sports suit in a good tweed or flannel, it is excellent for your wardrobe the whole year round. It should have a short straight jacket and you can wear thin sweaters with it instead of blouses. A yellow sweater, for instance, is extremely smart with a brown tweed.

Put the largest part of your allowance on the clothes you wear the most. If you live in the city, get a good coat, perhaps a tweed, or a brown or dark green wool, and if you don't know material of good quality when you see it, ask some one's advice. Don't ever get a coat trimmed with much bushy fur. Nutria is good for trimming and so is lapin or a good quality of raccoon.

You can wear almost any of the new trim wool sports dresses that Paris has brought out this season. They are often gay in colour—bright red, bright green, rusty brown, or bright blue—and they are perfect for school, for sports, for almost every daytime occasion in a young person's life. For matinées and tea and more formal afternoon affairs, canton crêpe dresses are tremendously successful. Try to avoid the extremely exaggerated sleeves that you may see. Enormous puffed effects and leg-o'-mutton designs are much too sophisticated for the girl in her early teens.

The length of your skirts all depends on how tall or how grown up you are. You will have to stand in front of a long mirror and decide the problem for yourself. In the evening, you can wear your skirts to your ankles, but never touching the floor.

When it comes to buying your party dresses, do listen to your mother. You can be very much criti-

cized and do yourself any amount of harm, if you appear at a dance in a dress that is too old for you. The most sophisticated women in the world are deliberately trying to look rather simple and old-fashioned right now. Don't make the mistake of going to extremes. For a first party dress, white is always nice. All the pastel shades are good too, especially flesh pink. Jade green is not smart and neither are the bright pinks. If your hair is dark and you have plenty of colour, flame red is good for you.

The prettiest party dresses just now are rather high waisted, ankle length and moderately low necked, made often with the shoulders covered with a tiny cap or puff sleeve. Chiffon is a good material and so is white net or white taffeta.

Little brimmed hats or berets which tip over one eye will be adorable on you.

Wear your hair a good deal shorter than Greta Garbo's and more neatly than Marlene Dietrich's, but still not shingled. If you curl it, don't do so in tight kinky waves. The smartest hairdressers put in loose natural-looking waves which are much more becoming and younger-looking.

Look out about make up. It is smart to look natural. Older women would give anything to have your fresh, un-made-up faces, and it is a pity for you to spoil this freshness with paint. Don't ever rouge. A little powder on your nose is enough and if you must use lipstick, why don't you save your family's feelings and compromise on a stick of pink lip salve or pomade which keeps your lips from getting chapped and gives them a little colour as well.

Long ropes of pearls are too old for you. All this good-looking coloured wooden jewellery in bright shades is fine for you. But if you wear a good many bracelets, don't wear a necklace. Enough is enough. Don't wear imitation rings. A school ring or a small real jewel are all you should wear on your hands. Seed pearl necklaces are charming if you want something real to wear about your neck.

Wear plain hand-stitched chamois pull-ons with your sports suit. Don't ever get glacé kid with fancy cuffs. You don't really need any gloves in the evening, but if you do get them choose white suède and the shortest you can find,—that is, wrist length.



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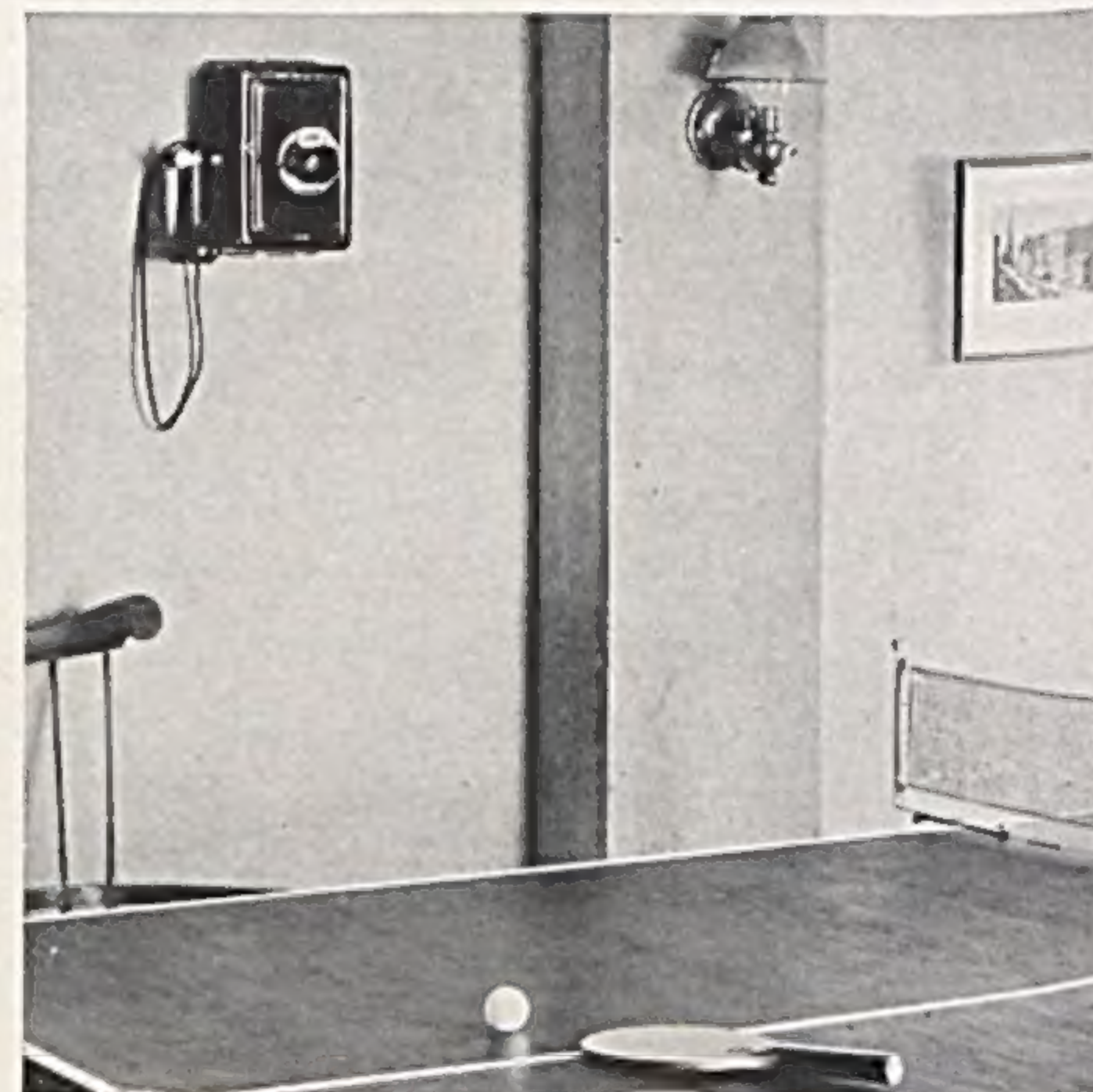
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